JUNE 23, 1958

THIRTY-FIVE CENTS

27TH YEAR

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

IN THIS ISSUE:

COMPLETE INDEX PAGE 7

CBS-TV, monitoring reports close in on triple spotting Page 31

Why agencies choose filmed over live spots—or vice versa Page 40

Sarnoff calls 'foul' on newspapers' competitive attacks Page 48

Exclusive: Full text of Craven's allocations proposal Page 56

Where there's
a Storz Station . . .
. . . there's
LOYALTY

Folks in the Twin Cities . . . Kansas City . . . New Orleans . . . and Miami know there's never a let-down on a Storz Station . . .

that's why . . . in each of these four major markets . . . more people listen to the Storz Station than to any other.

MINNEAPOLIS-ST. PAUL . . . WDGY is now first morning . . . first afternoon . . . first . . . all-day Hooper average. First on Pulse, too. 50,000 watts plus 50,000 watt personalities. Talk to Blair, or General Manager Jack Thayer.

KANSAS CITY . . . WHB is first all-day. Proof: Metro Pulse, Nielsen, Trendex, Hooper; Area Nielsen, Pulse. All-day averages as high as 48.5% (Nielsen). Remember—you get coverage *and* audience on WHB. See Blair or General Manager George W. Armstrong.

NEW ORLEANS . . . WTIX is 20 times more powerful . . . with 5,000 watts on 690 kc. First . . . all-day. Proof: Hooper (32.2%)—Pulse, too. In fact, WTIX is first in 462 of 504 Pulse quarter-hours, and first in every single daytime quarter. See Adam Young or General Manager Fred Berthelson.

MIAMI . . . WQAM is first . . . all-day. Proof: Hooper (40.1% . . . and first in 264 of 264 quarter-hours) . . . Pulse (432 of 432 quarter-hours) . . . Southern Florida Area Pulse . . . Trendex. See Blair . . . or General Manager Jack Sandler.

STORZ STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

this guy

produces great shows...

And has the Emmys to prove it.

Jack Douglas is the man who put Travel-Adventure on the tube. Four years ago, we purchased Jack's first origination, *I Search for Adventure,* which has been a triumphant smash not only in Los Angeles where it's consistently knocked off the week's highest local ratings—but also in virtually every major city in America.

One success often breeds others: In quick succession, the dynamic Mr. Douglas created *Golden Voyage* and *Kingdom of the Sea* (which he later sold), developed *Bold Journey* for one of the networks, and recently introduced his finest effort, *Seven League Boots.*

Confirming the public's enthusiasm for his programs, two Douglas-KCOP productions this year were awarded coveted Emmys by the Television Academy.*

But those who have already seen it claim *Seven League Boots* is destined to top them all. Douglas personally underwrites camera crews that tour the world seeking exciting, provocative footage . . . and they've found it!

To give *Boots* the showcase it deserves, we've just made available a choice Tuesday night time-slot. Any sponsor/agency seeking a selling vehicle with the audience-winning Douglas touch, could do little better than to step into *Seven League Boots.*

GOLDEN VOYAGE—"Best local entertainment."*
I SEARCH FOR ADVENTURE—*"Best local station production seen also outside of Los Angeles."*

KCOP 13

LOS ANGELES' MOST POWERFUL TELEVISION STATION
1000 NO. CAHUENGA, HOLLYWOOD 38 — REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

We get
to Flint
the best
way
CLASS
A

Photo by Hamill-Solazzo

WJIM-TV

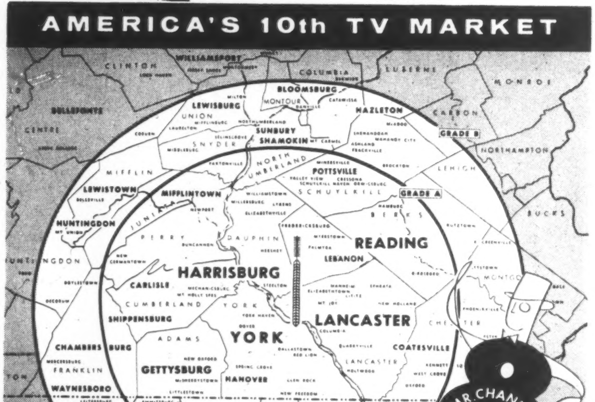
Michigan's Great Area Station—Strategically Located
to Exclusively Serve LANSING—FLINT—JACKSON
with a Dominant 100,000 watt signal from its new 1023' tower
located between Lansing and Flint . . . NBC—CBS—ABC

Represented by Peters, Griffin, Woodward, Inc.

Published every Monday, 53rd issue (Yearbook Number) published in September by Broadcasting Publications Inc., 1735 DeSales St., N. W., Washington 6, D. C. Entered as second class matter March 14, 1933 at Post Office, Washington, D. C., under act of March 3, 1879.

your advertising dollar produces more sales on WGAL-TV

And there's a reason. This pioneer station is foremost in the three standard metropolitan markets in its coverage area: Lancaster, Harrisburg, York, as well as in numerous other cities—Gettysburg, Hanover, Lebanon, Chambersburg, Carlisle, Lewistown, etc. In short, you find that WGAL-TV's multi-city coverage costs you less than buying single-city coverage. Put your advertising dollar to work producing *more*—on WGAL-TV.


AMERICA'S 10th TV MARKET
HARRISBURG
LANCASTER
YORK
READING
LEBANON
GETTYSBURG
HANOVER
CARLISLE
SHIPPENSBURG
CHAMBERSBURG
WAYNESBORO
HAGERSTOWN
FREDERICK
WESTMINSTER
COATESVILLE
LEWISTOWN
MIFFLINTOWN
HUNTINGDON
POTTSVILLE
SUNBURY
SHAMOKIN
LEWISBURG
BLOOMSBURG
HAZLETON
WILLIAMSPORT
GRADE A
GRADE B
MR. CHANNEL 8
8
NBC and CBS
316,000 WATTS

wgal-tv

LANCASTER, PA.

NBC and CBS

STEINMAN STATION • Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. • New York • Chicago • Los Angeles • San Francisco

closed circuit®

WHITE TO BLACK • NAB's ban on tv white-coat advertising (story, page 33) may meet general approval of medical profession but there's practical side to situation. Agencies using actors in dramatized commercials will face considerable expense if they refilm spots for such products as Anacin, Rolaids and Carter. Most Madison Avenue executives remained tight-lipped last week when asked reaction to NAB Tv Code amendment barring any use of white-coat spots unless actual members of medical and dental professions perform in films. But some agency men said off-record they were delighted by NAB action.

•

Unclear in white-coat decision by NAB Tv Board is amount of time available for replacement of banned commercials. While NAB's Tv Code Board hasn't any specific rules, general policy is to allow code-subscribing stations and networks reasonable time to adjust to new requirements. Unofficially it was indicated that code enforcers weigh general performance of subscribers and their cooperation in complying with new rules. Best guess would be six-month adjustment period.

•

FETZER BUY • All but consummated is transaction whereby Fetzer Broadcasting Co. will acquire ch. 13 WWTV (TV) Cadillac, Mich. for about $1 million. Station, established in 1954, is ABC and CBS affiliated, and is owned 100% by Sparton Broadcasting Co., subsidiary of Sparton Corp., electronic equipment manufacturers. Negotiations have been direct. Under Fetzer ownership, subject to usual FCC approval, no changes in personnel are contemplated. John E. Fetzer is 100% stockholder of Fetzer Broadcasting Co. which operates WKZO-AM-TV Kalamazoo; WJEF-AM-FM Grand Rapids, Mich.; KOLN-AM-TV Lincoln, Neb. and one-third of WMBD-AM-TV Peoria.

•

Look for Leo Burnett Co. to issue policy statement shortly on triple-spotting practices of stations carrying network properties. Chicago-based agency is prepared to "get tough" and has gone so far as to request complete station logs for couple of network shows involving clients reported to be "very concerned." Burnett was one of first agencies to voice concern over practice. (See story, page 31.)

•

TALE-BEARING • Advertising agency, film company, talent agent executives interrogated over past year by Justice Dept.'s Anti-Trust Div. investigators—seeking knowledge about network operations—are quietly being asked by letter to consent to delivery of this confidential material to FCC. Several agency officers have instructed their attorneys to insist upon seeing transcripts first before okaying their transfer. One law firm, representing five major ad agencies (of which two got letters in past fortnight) has advised clients to approve without seeing transcript on basis of "if they were willing to talk freely to Justice investigators, we see no reason why this material shouldn't be seen by FCC."

•

One major advertiser keen for FCC study of network practices, it's understood, is Firestone Tire & Rubber Co., which feels Voice of Firestone *was unceremoniously dumped from tv. Justice Dept. request for "clearances" comes almost two months after secret FCC-Justice Dept. meeting on subject and three weeks after FCC Chairman Doerfer referred to Justice Dept. data before Senate Commerce Committee* [Lead Story, *June 9*].

•

DAY AND DATE • It's announcing nothing now, but there's no doubt NBC-TV will follow CBS-TV's lead in readjusting daytime cost structures to make daytime more appealing to advertisers [At Deadline, June 16]—but with some variations of its own. Details probably will be made public within 10 days or two weeks.

•

To illustrate effect of NBC-TV's new daytime cost structure: If it had continued to sponsor Wide Wide World *next year, General Motors could have saved as much as $400,000 over full season. Despite prospect of this saving, however, GM decided not to continue* WWW *(story, page 34). Budget, it's understood, probably will go into some tv plan stressing hard-sell.*

•

JELLO AND ABC-TV • Details of Young & Rubicam plan—reportedly originated by Pete Levathes, vice president and director of media relations—for opening up big chunks of daytime air on ABC-TV [Closed Circuit, June 16], reveal client is General Foods' Jello division. Option for ABC-TV and General Foods is until July 1. If GF puts budget into ABC-TV daytime operation, it reportedly would drop participations in *Price Is Right, Truth or Consequences, Treasure Hunt,* all on NBC-TV, and *Arthur Godfrey* on CBS-TV.

•

Last meeting of FCC before adjournment for vacation month of August has been scheduled for Aug. 1. Regular Commission meetings will resume Sept. 3. During August, one commissioner will always be on duty to handle routine matters requiring official sanction.

•

DEINTERMIXTURE • Startling 180-degree change in attitude toward vhf drop-ins has become apparent at FCC. Last week, on routine proposal to add second v to Columbus, Ga., four commissioners balked and spoke up for deletion of city's single v to make market all uhf. The four: Comrs. Hyde, Bartley, Lee and Ford. Previously Commission was loath to delete v where doing so might deprive viewers of service. It is estimated 35,000-40,000 viewers now receiving ch. 4 WRBL-TV Columbus may find empty air if deletion goes through. Commission plans to take up case again next week.

•

Columbus, Ga., deintermixture case (see above) started out as routine request in June 1957 by ch. 28 station there (now WTVM [TV]), to make Columbus all uhf by moving ch. 4 to Dothan, Ala., or Panama City, Fla. In January this year, WTVM proposed that Commission add chs. 3 and 9 to Columbus and move ch. 4 to Dothan as replacement for ch. 9 there. Commission issued rule-making notices in both instances and last Wednesday took up the case. Added complexity is that ch. 10 WALB-TV Albany, Ga., has application pending seeking to move transmitter closer to Columbus—thus foreclosing use of ch. 9 there (too close to adjacent ch. 10).

•

HONOLULU IN '64? • NAB Board of Directors at Washington meeting last week was urged to consider Honolulu for 1964 annual convention. Present established pattern provides for Chicago in 1959-60; East Coast (Washington or New York) 1961; and Chicago again for 1962-63. Hence next "West Coast" conclave would be 1964.

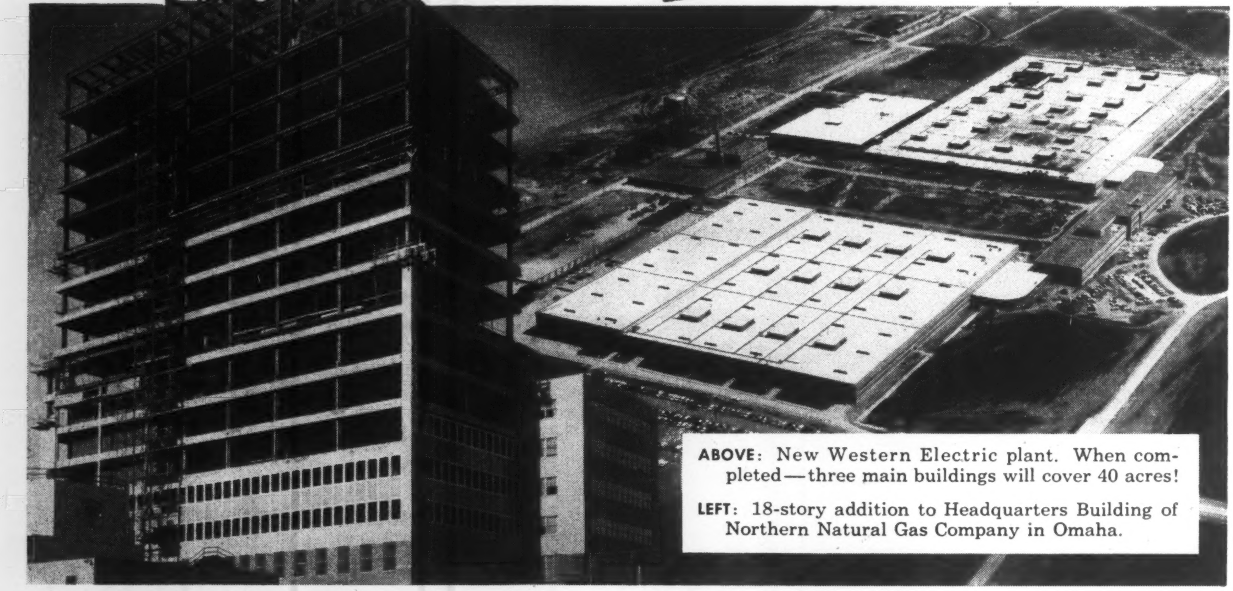
•

Suggestion for Hawaiian Convention was advanced by Alex Keese, WFAA-AM-TV Dallas, who recently returned from trip to islands. Henry Kaiser's Hawaiian Village executives, Mr. Keese reported, told him they would have at least 5,000 rooms available by 1964 and adequate accommodations to handle even heavy exhibits.

•

REVISING RENEWALS • Revised broadcast license renewal application form (303) in works for past two years, will get final review by Committee on Radio & Television Broadcasting of Advisory Council on Federal Reports at meeting in Washington July 8 at call of Chairman Ben Strouse, WWDC. Evolved in cooperation with Bureau of Budget, which must approve all government forms, and FCC license renewal staff, headed by Joseph N. Nelson, chief, Renewal & Transfer Division, proposed form is said to be decided improvement over existing requirements. Hope is to have proposal before FCC prior to its recess for month of August.

BUSINESS IS GOOD-IN OMAHA!



ABOVE: New Western Electric plant. When completed—three main buildings will cover 40 acres!

LEFT: 18-story addition to Headquarters Building of Northern Natural Gas Company in Omaha.

$250 Million in Construction Slated for Omaha Metropolitan Area this Year!

This all-time record construction budget for Omaha tells only a part of the city's success story. New industry will create 3,000 new jobs, adding $15 million annually to Omaha payrolls.

Business is Good in Omaha! Bank clearings are up 4%, bank debits up 6.5% in the first quarter. Retail sales are up 2% from a year ago. And although the eight major livestock markets are off an average of 1%, Omaha receipts show a whopping 5.5% increase!

Business is Good in Omaha! Get your share of this big, healthy market with the number one sales station—WOW-TV!

WOW-TV *Channel* 6 *Omaha*

FRANK P. FOGARTY, Vice President and General Manager
FRED EBENER, Sales Manager

BLAIR-TV
Representatives

CBS TV

A *Meredith* Station

WOW and WOW-TV, OMAHA • KPHO and KPHO-TV, PHOENIX
WHEN and WHEN-TV, SYRACUSE • KCMO and KCMO-TV, KANSAS CITY
KRMG, TULSA, OKLAHOMA
Meredith Stations are affiliated with Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

Double Whammy on Triple-Spotting—Broadcast Advertisers Report publicizes report on who's triple-spotting in top markets as well as how much. CBS-TV asks affiliates to accept contract amendment to prevent clipping network time for local or national spots. Other safeguards also sought. Page **31.**

Blackout on White Coats—NAB's Tv Board bans use of actors in video commercials to portray physicians, doctors and dentists. Revision of Tv Code language meets objections by medical profession. Page **33.**

Corporate Advertising—Does it pay to perpetuate image building? General Motors Corp. says "not at this time," drops $4.5 million *Wide Wide World* as other corporate advertisers review their "luxury budgets". Page **34.**

County-by-County Figures This Week—That's the word from Nielsen which is distributing the first portion of NCS No. 3 (tv only). Schedule for release of other data runs to August. Page **35.**

Battle at Battle Creek—Kellogg's $7.5 million account undecided as new spot proposal is countered by ABC presentations. Page **36.**

Reynolds' Smoke Rings—Winston tops the network tv brand list in April billing, followed by P & G's Tide and Whitehall's Anacin. Detroit's Big Three show remarkable proximity in monthly billing for passenger cars. Day parts are up, P & G is over $4 million mark, foods and toiletries product groups hit $8 million-plus level. Page **39.**

Films vs. Live Commercials—BROADCASTING survey shows why agencies choose between rendition techniques in preparing advertising campaigns. Page **40.**

C&C Package Sale Upheld—New York judge denies WLOS-TV motion which sought to annul film purchase as illegal block-booking tactic. Page **44.**

Newspaper Tactics Against Tv—NBC's Robert Sarnoff, in Syracuse address, puts finger on three-ply intermedia assault. Page **48.**

'Survival and Freedom' Series—Interview with Henry Cabot Lodge doesn't survive to air time and ABC-TV cancels show. Battle of semantics obscures issue of tv "freedom" in new go-round. Page **49.**

Quality Tv from New York—That's goal of a new Television Action Committee, organized to promote production of quality television in New York. First Step: A move to build a television city in Gotham. Page **52.**

Silence is Not Golden—A free-lance tv director and a CBS-TV floor manager are dismissed from their posts after they decline to answer questions on past or present membership in the Communist Party during sessions before the House Un-American activities committee in New York. Page **54.**

Craven's Tv Solution in Detail—Here's text of FCC commissioner's reallocation proposal. Page **56.**

Magnuson Committee Activity—Senate Commerce Committee resumes CATV-allocations hearings tomorrow and Wednesday with testimony from community operators and FCC: Rating services to be placed on griddle Thursday and Friday. Page **60.**

Oversight Looks at Others—FCC, tv applicants get "reprieve" as House investigators shift inquiry to other regulatory agencies. Investigation has been completed on several tv grants allegedly involving improper contacts, but dates for public airing have not been set. Page **61.**

Stern Selected—Retired Pennsylvania Supreme Court chief justice appointed to sit in Miami ch. 10 review; pre-hearing conference begins this morning. Page **62.**

That NBC-Westinghouse Swap—U. S. Supreme Court agrees to review power of Justice Dept. to bring antitrust suit after FCC approval of stations exchange. Appeals court says Philco Corp. has standing to protest renewals of NBC's WRCV-AM-FM-TV Philadelphia. Page **62.**

NAB's Future Charted—Combined boards review plans for annual convention; tv directors impose ban on white-coat medical advertising. Radio directors call for better liaison with Radio Advertising Bureau and endorse steps to promote Radio Standards of Good Practice. Page **68.**

WBC's Own Rep—Westinghouse Broadcasting Co. expects to strike forth next summer with its own organization for national sales representation on behalf of its full complement of tv-radio stations. Current national representation firms will be dropped. Page **74.**

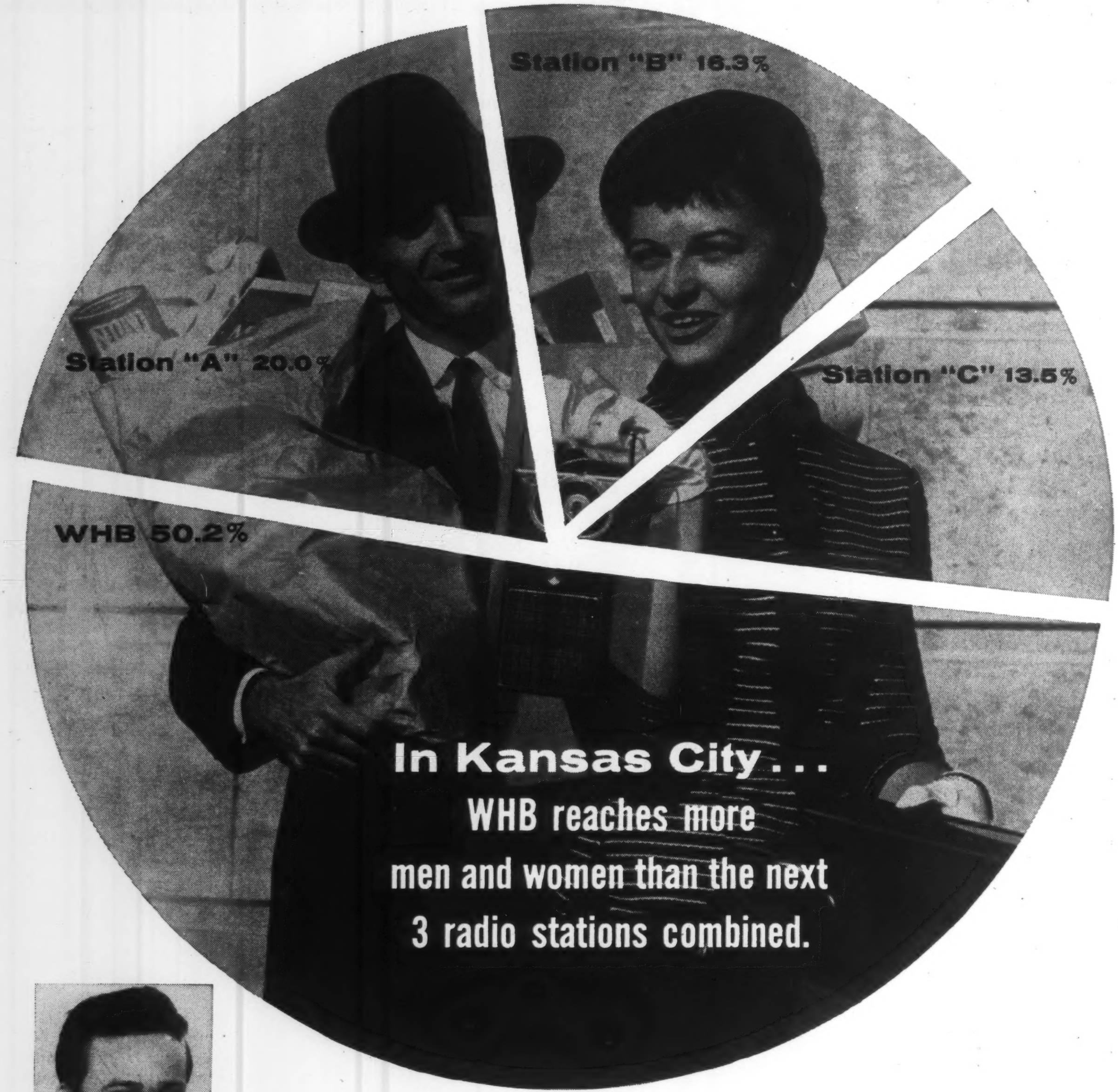
Sherwood Stakes—Fund for the Republic parcels out total of $14,000 in cash to five tv shows in annual awards competition on subject of freedom and justice in America. WRCA-TV and WBZ-TV win $5,000 apiece. Page **84.**

MR. GAUNT

Moral Here Somewhere—As Welk becomes fixture on television set, John Gaunt, tv-radio vice president of Grant Adv., tells why. The producer, veteran of television at several brow levels—high, low and middle—gauges that of Joe Citizen, in MONDAY MEMO. Page **101.**

DEPARTMENTS

ADVERTISERS & AGENCIES .. 31
AT DEADLINE 9
AWARDS 84
BUSINESS BRIEFLY 39
CLOSED CIRCUIT 5
COLORCASTING 36
DATELINES 74
EDITORIAL 102
FILM 44
FOR THE RECORD 91
GOVERNMENT 56
IN THE PUBLIC INTEREST 26
IN REVIEW 18
INTERNATIONAL 83
LEAD STORY 31
MANUFACTURING 81
MONDAY MEMO 101
NETWORKS 48
OPEN MIKE 14
OUR RESPECTS 24
PEOPLE 86
PERSONNEL RELATIONS 73
PROGRAMS & PROMOTIONS .. 88
PROGRAM SERVICES 46
STATIONS 74
TRADE ASSNS. 68
UPCOMING 99



It's a Bob Robin Afternoon, Too!

Bob holds sway from 2 to 4 p.m. every afternoon, and look what happens: From 3 to 6, WHB reaches 60.5% of all men and women who listen to the top 4 Kansas City stations.
Bob is a young, eager and soft-spoken air personality who is known as the "Sentimental Gentleman from the South." (He calls Memphis home.) He's firmly established as the "housewife's friend."

Sure, WHB is consistently and dominantly first in total audience every hour of the day.* But you want to know about men and women? Great!

Of all the men and women who listen to the top 4 Kansas City radio stations . . . 50.2% listen to first place WHB. (Nielsen, April audience composition analysis, 6 a.m.-7 p.m. average.) And every hour of the day more men and women listen to WHB than to any other station.

Talk to a Blair man . . . or WHB General Manager George W. Armstrong about WHB's tremendous 96-county coverage plus fantastic audience appeal.

*Whether you're talking about Metro Pulse, Nielsen, Trendex or Hooper . . . Area Nielsen or Pulse.

WHB

10,000 watts • 710 kc.
KANSAS CITY, Missouri

STORZ
STATIONS
TODAY'S RADIO FOR TODAY'S SELLING
TODD STORZ, PRESIDENT • HOME OFFICE: OMAHA, NEBRASKA

WDGY *Minneapolis St. Paul*
REPRESENTED BY JOHN BLAIR & CO.
WHB *Kansas City*
REPRESENTED BY JOHN BLAIR & CO.
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.

at deadline

NAB VOTES EDITORIALIZING STUDY

NAB will conduct study of broadcast editorializing to provide guides to membership in problem of taking policy stands on news programs, Combined Boards decided Friday at conclusion of three-day Washington meeting (stories, pages 33 and 68).

Association's directors decided ad hoc committee of board members should be named to direct study. Among problems are recent FCC comments to stations about purported bias in programs relating to pay tv, and observation by Chairman John C. Doerfer at recent NAB annual convention that editorializing offers broadcasters "one of the best opportunities for performing worthwhile local public service." (See FCC editorializing comment to WBTV (TV) Charlotte, N. C., page 64.)

Combined Boards approved NAB operational guide for news broadcasts, produced by Freedom of Information Committee. Guide contains suggested rules of conduct for newsmen in covering trials and public events.

Alex Keese, WFAA Dallas, submitted finance committee report covering approximately $975,000 budget for year started last April 1.

NAB 1959 Convention Committee co-chairmen will be G. Richard Shafto, WIS-TV Columbia, S. C., Tv Board vice chairman, and Robert T. Mason, WMRN Marion, Ohio, Radio Board vice chairman. New committee will carry out revamped program plan for convention (story, page 70).

Proposed legislation to give blanket anti-trust exemption to professional sports was opposed because of restrictive provisions limiting radio and tv broadcasts of sports events. Present "reasonable restrictions" were favored rather than arbitrary limitations provided in legislation.

Directors lauded Gilmore Nunn, WBIR-TV Knoxville, Tenn., for service as NAB delegate to Inter-American Assn. of Broadcasters. He resigned post after 12 years of service.

Ben Strouse, WWDC Washington, chairman of advisory committee on federal reports, said FCC has delayed rule-making procedure governing license renewal forms pending agreement with broadcasters on points of difference.

J. Frank Jarman, WDNC Durham, N. C., was named by Mr. Fellows as co-chairman of NAB committee to improve liaison with Radio Advertising Bureau (see early story). Other NAB members are Arthur Hull Hayes, CBS Radio, and Alex Keese, WFAA Dallas.

In other actions directors changed name of NAB Employer-Employe Relations Dept. to Dept. of Broadcast Personnel & Economics; picked Mayflower Hotel, Washington, as site for June 1959 board meeting; reviewed project for recess study on employment in cooperation with Assn. of Professional Broadcast Education and proposal for management training; directed President Fellows to look into proposed Broadcasters Hall of Fame project; adopted resolution paying tribute to late Comdr. E. F. McDonald Jr., first NAB president; considered plans for autumn regional conferences.

AFTRA Videotape Pitch

American Federation of Television & Radio Artists was reported Friday to have delivered its contract proposal covering videotape to three tv networks in advance of its negotiation sessions this Friday. AFTRA's proposal is said to be "revolutionary" in that it is highly simplified, running about one-third of standard network contract. AFTRA understood to be asking for same rate of payment for program commercial, regardless of length of show, deviation from AFTRA's previous pacts. With few exceptions pay rate will be same for on- and off-camera presentations. Provision is made for re-use payment on downward sliding scale.

FCC Admits Eastern To Miami Ch. 10 Case

FCC Friday authorized participation of Eastern Airlines in Miami ch. 10 hearing, scheduled to begin this morning (Monday) in Room 1420 Post Office Bldg., Washington, with former Pennsylvania Supreme Court Chief Justice Horace Stern presiding. Eastern Airlines' right as party, however, was limited to issue whether any commissioner voted who should not have (obviously referring to former Comr. Mack). Eastern Airlines tried unsuccessfully to intervene before 1957 decision, opposing grant to National.

Commission also Friday turned down North Dade Video motion that cross examination be limited to original four parties to case in order, according to petition, to keep hearing from being turned into "Roman holiday."

Counsel scheduled to participate in this morning's pre-hearing conference before Judge Stern are as follows: National Airlines, A. G. Hardy and Norman E. Jorgensen; WKAT Inc., Paul A. Porter; L. B. Wilson Inc., Paul M. Segal and Robert A. Marmet; North Dade Video Inc., A Harry Becker; Eastern Airlines, Harold L. Russell; Dept. of Justice, Robert A. Bicks; FCC General Counsel's Office, Warren E. Baker, Richard A. Solomon and James Brennan; FCC Broadcast Bureau, Harold G. Cowgill and Robert J. Rawson.

BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISER & AGENCIES, page 31.

MAJOR BUYER • P. Lorillard's phenomenal success with Kents will be paying dividends for networks this fall, Lorillard last week adding two more orders to what now is triple-network spread this fall. Originally slated to share Thurs., 8:30-9 p.m. slot on CBS-TV with S. C. Johnson & Son, Lorillard now will move to NBC-TV that night, picking up refurbished *Arthur Murray Party* at 10:30. It's also ordered Mon., 10:30 p.m. slot on NBC-TV but hasn't filled it yet. Interesting wrinkle: while cigarette brand assignment is yet to be made, Newport mint-flavored filter—heretofore solely spot user—will be actively showcased along with O. G. Straights and Kents. CBS-TV lineup: alternate of Revlon's *$64,000 Question* (Sun., 10-10:30 p.m.), and Ed Murrow's *Person to Person* (Fri., 10:30-11 p.m.); on ABC-TV: *Rough Riders* (Thurs., 9:30-10 p.m.) and *John Daly News* four week nights, 10:30-10:45 p.m. Lennen & Newell indicated Friday spot activities won't be curtailed.

INSTITUTIONAL RENEWAL • One advertiser happy with tv network "institutional selling" (see page 34) is American Gas Assn., which Friday reportedly ordered third-season renewal for its portion of CBS-TV's *Playhouse 90*. AGA, through Lennen & Newell, has had 9:30-10 p.m. portion of 90-minute series.

TUSSY TO Y&R • Tussy Cosmetics Div. of Lehn & Fink, N. Y., with $1 million advertising budget, appoints Young & Rubicam, N. Y., effective Jan. 1. Although Paul Carey, vice president of parent company and general manager of Tussy said relationship with Grey Adv. over past year had been "a pleasant one," Arthur Fatt, Grey president, noted in memo to his staff that loss of account was "a bitter pill" and that he was "of the impression that we were doing well with Tussy . . . but the client wanted to make a change and that is the client's prerogative." Tussy formerly was spot radio-tv advertiser, currently is out of broadcast.

NESTLE TRIES NETWORK • In its first use of network radio, Nestle Co., White Plains, N. Y., is launching six-week campaign on Mutual, starting today (June 23) to promote its Nestea instant tea. Company buying 18 five-minute newscasts per week, plus one participation daily on *Kate Smith Show* (Mon.-Fri., 10-10:30 a.m.) and sponsorship of *Bill Stern Sports Show* (Mon.-Fri., 8:30-8:35 p.m.). Agency: Dancer-Fitzgerald-Sample, N. Y.

at deadline

Ch. 13 Trustee Operation Asked

WIBC Indianapolis Friday asked FCC to establish joint trusteeship for that city's ch. 13 in light of last week's federal court order vacating 1957 grant of vhf facilities to Crosley Broadcasting Corp. (now WLWI [TV]). Court said that since Comr. Craven voted without having heard oral argument Commission should schedule new argument with Mr. Craven participating (see page 68). WIBC immediately offered to buy ch. 13 facilities from Crosley, and at week's end filed further pleading for joint trusteeship on grounds Crosley has no right to operate station even temporarily since case is now in hearing status before final decision. Court's order, issued June 16, will be delivered to FCC formally June 30 unless Commission takes legal steps for review or appeal. Commission has not yet made up mind what to do.

Anti-Influence Bills in House

Three bills, designed to strengthen laws regarding ex parte contacts with members of FCC and other agencies, were introduced in House late Thursday by Rep. Steven B. Derounian (R-N. Y.), member of Interstate & Foreign Commerce Committee.

HR 13035 would (1) make it unlawful for any person to attempt to influence Commission decisions in off-record manner, including seeking of aid from members of Congress; (2) prohibit commissioner or staff member from engaging in personal or business transaction with litigants; (3) prohibit payment of honorariums to commissioners and "unusual hospitality uncalled for and unwarranted. . . ." Bill, referred to Commerce Committee, provides for $2,000 fine, three years imprisonment, or both.

HR 13036 prohibits communications with Commission after case has been set for hearing "unless upon notice and opportunity for all parties to participate." HR 13037 would strengthen criminal laws relating to bribery, graft and conflict of interest. Latter two bills referred to Judiciary Committee.

Multiplex for Networking

Unique use of fm multiplexing approved by FCC Friday. Commission gave KDKA-FM Pittsburgh permission to use multiplexing to feed local Pittsburgh Pirates baseball games to 20 am and fm stations in surrounding region. This off-air pick-up of play-by-play coverage by Westinghouse station via multiplex operation means that KDKA-FM can continue to broadcast its regular good music program to its listeners at same time it is feeding ball games to other stations. In previous years, Westinghouse's KDKA-FM had to interrupt its regular programming to feed games to these stations. Although some commissioners felt fm multiplexing rules permit its use only for functional music operations, FCC majority agreed that proposed use by Westinghouse was proper.

NOTHING'S EASY

FCC Comr. John S. Cross Friday made first speech since joining FCC, but carefully avoided committing himself on any question of policy.

In luncheon address to Chicago Broadcast Advertising Club, Mr. Cross described number of major problems now before FCC but advanced no opinions of his own about any of them.

Mr. Cross said television allocations were "one of the foremost problems facing the FCC today." Since joining FCC, he said he had learned that "developing facts in this business . . . is about the hardest thing I know."

WPLH, KBIZ Bring $160,000

Station sales announced Friday, both subject to FCC approval:

WPLH Huntington, W. Va., sold by Huntington Broadcasting Co. (Cy N. Bahakel) to Tierney Co. (WCHS-AM-TV, Hawthorne D. Battle, president) Charleston, W. Va., for "in excess of $100,000." MBS-affiliated WPLH is on 1420 kc with 5 kw. Mr. Bahakel owns WRIS Roanoke and other southern stations. Transaction handled by Allen Kander & Co.

KBIZ Ottumwa, Iowa, sold by James J. Conroy and associates to KDAL-AM-TV Duluth, Minn., group for $60,000. Buyers, all equal partners, are Dorothy LeMasurier, Odin Ramsland, Robert Dettman, W. John Grandy, all of KDAL stations, and Harry S. Hyett, Minneapolis station representative, and G. La Verne Flambo, owner of WQUA Moline and WQUB Galesburg, both Ill. Same partners, except Mr. Dettman, also own WECL Eau Claire, Wis. KBIZ is 250 w, 1240 kc. Affiliation: ABC, MBS.

Virginia Assn. Elects

Milton Henson, WREL Lexington, elected president of Virginia Assn. of Broadcasters Friday at conclusion of three-day meeting held at Tides Inn, Irvington. Other officers elected were Thomas P. Chisman, WVEC-AM-TV Hampton-Norfolk, vice president, and Robert Walker, WCHV Charlottesville, secretary-treasurer. Elected directors: Carl Lindberg, WPIK Alexandria, retiring president; Campbell Arnoux, WTAR-AM-TV Norfolk; Hamilton Shea, WSVA-AM-TV Harrisonburg; E. S. Whitlock, WRNL Richmond; Charles Blackley, WTON Staunton, and Grayson Headley, WNNT Warsaw.

VAB voted to hold 1959 meeting at Tides Inn. Speakers at last week's session included Lt. Gov. A. E. S. Stephens; C. Wallace Martin, WMSC Columbia; Robert A. Wilson, vice president, Cargill & Wilson, Richmond agency, and Charles H. Tower, NAB employer-employe relations manager.

PEOPLE

HOWARD STALNAKER promoted to station manager, KPHO-TV Phoenix and **GENE SPRY** named station manager of KPHO. Both have been assistant managers for past two years.

AARON BECKWITH, since 1957 account executive with ABC-TV and before that director of business development for NTA, appointed program sales manager of ABC-TV effective immediately.

HARRY LANGE, executive vice president and general manager, Kling Film Productions, Chicago, resigns in mid-July to join radio-tv department of McCann-Erickson Inc., same city.

TONY RHOADES, formerly with Ursula Halloran & Assoc., N. Y., public relations firm, appointed press relations manager for WNTA-AM-TV New York.

ALAN N. EATON, formerly radio press information director at CBS Chicago (WBBM) and broadcast consultant to Illinois Gov. William G. Stratton, appointed promotion and public relations director of WISH-AM-TV Indianapolis. He succeeds **JIM BUCK,** who becomes assistant commissioner of probate court for Marion County, Ind.

HERBERT BAYARD SWOPE, 76, Pulitzer Prize winner, member of CBS board from 1932-1949, and later public relations consultant for RCA, died Friday in Doctors Hospital, New York.

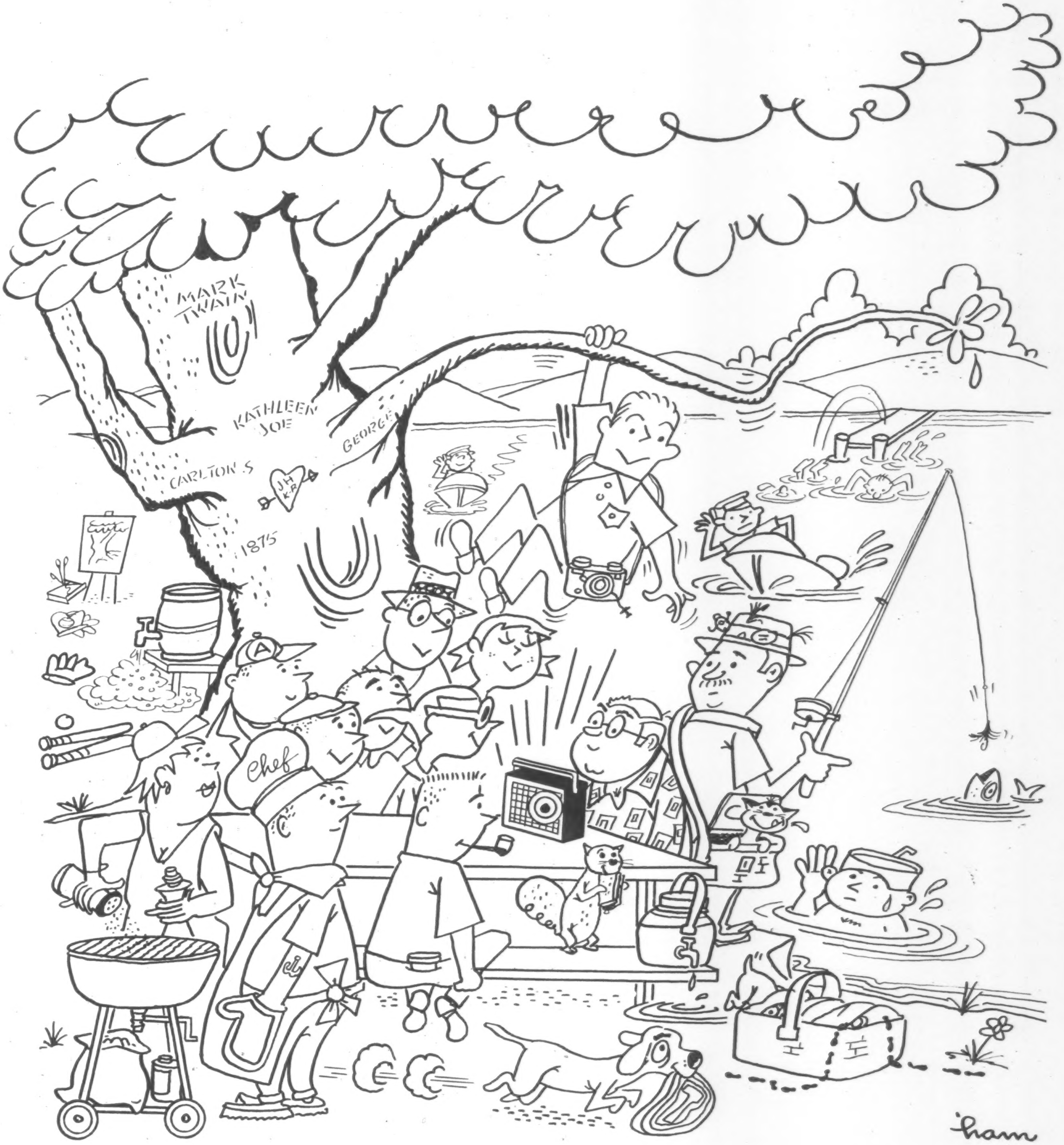
LEROY ERWIN, 33, writer-actor for radio-tv, died of heart attack last week while on vacation in Mexico. Writer of many *Rin Tin Tin* programs and actor on *Maverick* and *Bengal Lancers,* Mr. Erwin in 1953 revealed to House Un-American Activities Committee details of Communist infiltration among Hollywood writers learned when he posed as Communist undercover agent for FBI.

Florida Assn. Elects

Charles J. Fernandez, WKXY Sarasota, elected president of Florida Assn. of Broadcasters Friday, succeeding James L. Howe, WIRA Fort Pierce. Larry Rollins, WSIR Winter Haven, continues as vice president. Tom S. Gilchrist Jr., WESH-TV Daytona Beach, was elected as new vice president. Frank W. Hazelton, WTNT Tallahassee, was elected secretary-treasurer, and J. Kenneth Ballinger, Tallahassee, continues as executive secretary and counsel. New board of directors was to meet Saturday morning.

Purification Proceeds

CBS-TV's plan to write into its affiliation contracts specific safeguards against affiliate triple- or other spotting that eats into network program time (story page 31) appears to be meeting little opposition. Network officials said Friday that in fortnight since amendments were sent out, they've received about 80 back; that few stations had some questions but none seemed seriously opposed and that none has refused to sign. Network takes position that amendment merely spells out specifically what has been implicit in contract all along.


MARK TWAIN
KATHLEEN
JOE
GEORGE
CARLTON S
JH
KR
1875
A
Chef
C
ham

They're Listening to AP News

"THE BURNS AN

240 HILARIOUS HALF-HOURS NO

DIRECT FROM 8 TOP-RATE

"Gracie, they say we're ideal for strip shows!"

TIME-TESTED AND PROGRAM-PROVED!
A BIG—

30.1

AVERAGE RATING, AND

45.6

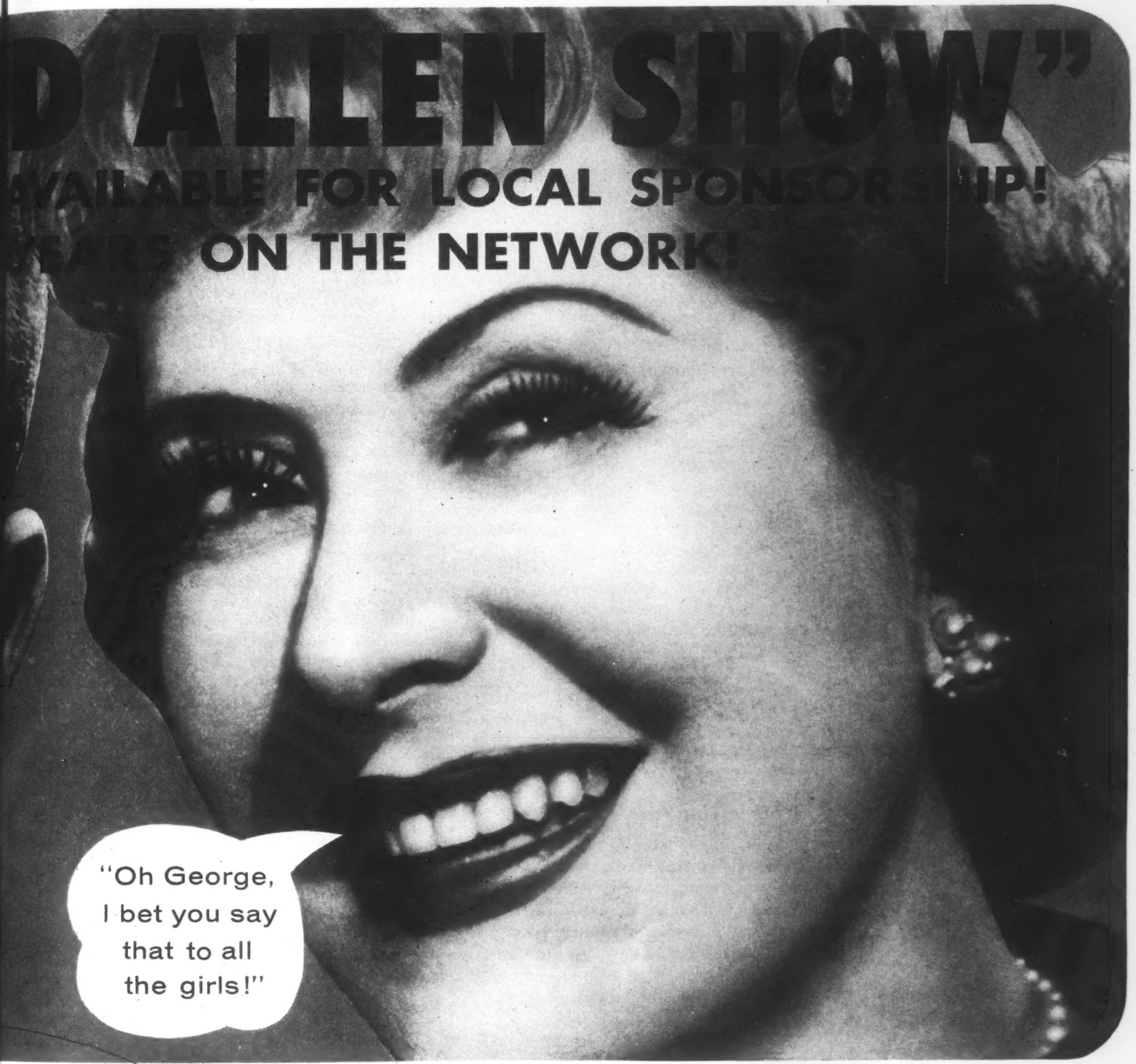
AVERAGE SHARE FOR ALL FIRST-RUN TELECASTS! *(Source: A. C. Nielsen)*

BUY GEORGE
AND
BUY GRACIE!
IT'S THE TV
BUY THAT
OUT-STRIPS
THEM ALL!

D ALLEN SHOW"

AVAILABLE FOR LOCAL SPONSORSHIP!

E YEARS ON THE NETWORK!



SOLD

in the first week to:

NEW YORK—WCBS • LOS ANGELES—KNXT • DETROIT—WXYZ
PHILADELPHIA—WCAU • WASHINGTON—WRC • BALTIMORE—WJZ
INDIANAPOLIS—WFBM • NEW ORLEANS—WDSU • PHOENIX—KOOL
HARTFORD-N. HAVEN—WHCT • SAN DIEGO—KFMB • LAS VEGAS—KLAS
BAKERSFIELD—KERO • SCRANTON-WILKES BARRE—WDAU
PORTLAND, ORE.—KPTV • SACRAMENTO-STOCKTON—KDVR

and going fast, fast, fast! Contact:

IN
HIGH
GEAR
FOR
OUR
BIG
YEAR

SCREEN GEMS, INC. TELEVISION SUBSIDIARY OF COLUMBIA PICTURES CORP.

NEW YORK DETROIT CHICAGO HOUSTON HOLLYWOOD MIAMI TORONTO

Baiting for Ratings?

*BIG RASCALS

WIN BIG RATINGS

PHILADELPHIA

ARB MARCH	Mon-Fri, 9-10 A.M.
WRCV-TV	8.2
BIG RASCALS	2.0
SUSIE	2.0
Station C	

BUFFALO

PULSE APRIL Tues	6:45 P.M.
WGR-TV	
BIG RASCALS	15.5
CBS NEWS	12.6

WHEELING

ARB—MARCH 5:30-6 P.M. Tues—First week on air	
WTRF-TV	
BIG RASCALS	18.2
Mickey Mouse	16.0
Station C	5.0

* *133 RKO Comedies featuring Leon Errol*

GUILD FILMS COMPANY, INC

460 PARK AVE. N. Y. 22, N. Y. MU 8-5365

IN CANADA: S. W. CALDWELL LTD., TORONTO

OPEN MIKE

Calling Them as They Are

EDITOR:

BROADCASTING is to be complimented for presenting both sides of the rock 'n roll controversy with fairness and impartiality. In spite of attempts from both camps to hush up the issue, BROADCASTING as always has presented the facts.

I don't wear one, but if I did, my hat would be off to you.

Peter M. Bardach
Foote, Cone & Belding
New York City

Overseas Correspondent

EDITOR:

This is a belated note of congratulations upon your acquisition of Frank Silvernail as a consultant.

My tardiness is due to the fact that I was happily vacationing in Paris. And, as a matter of fact, I actually covered the first DeGaulle press conference serving as your accredited news correspondent, Card Number 880. It was a lot of fun bulling through the police lines, but there didn't seem to be any startling developments to cable to you.

T. J. McDermott
Vice President, Radio & Tv
N. W. Ayer & Son
New York City

[EDITOR's NOTE: Mr. McDermott's press card was given him in recognition of his cooperation with BROADCASTING editors in preparation of many stories.]

$150 Is The Price

EDITOR:

We appreciate the excellent reporting on the publication of the ANA Advertising Management Guidebook series. However, as a result of a misplaced decimal point in your story, some readers have been ordering sets with checks for $1.50. We are now informing these people that the price is $150.

Alvin A. Dann
Director of Press Relations
Assn. of National Advertisers
New York City

Story Behind the Story

EDITOR:

Some of your readers have asked me for further details about the item [CLOSED CIRCUIT, June 16] regarding my giving away jade key rings.

It was my good fortune to acquire recently a newly discovered jade mine which occupies the top of a mountain in Wyoming. As far as I know, this is the only commercial jade mine in the western hemisphere. In seeking to increase the popularity of this semi-precious stone in this country, I have made it a practice, on meeting new acquaintances, to present them with a jade key ring as a souvenir.

The mystery of how President Eisenhower acquired his must remain a secret. However, I did inform the official to whom I gave it, and who later presented it to the President, that for thousands of years the people of the Orient have considered that rubbing a piece of jade has the triple attribute of soothing the nerves, calming the emotions and bringing good luck.

I sincerely hope that these legendary properties still inhere in our domestic jade, and that our President derives the benefits from rubbing this jade.

Armand Hammer, President
Mutual Broadcasting System
New York

P.S.: Just received a letter from the President, saying in part: "Did I understand correctly that it possessed some magic charm that automatically took care of the worries that a person can accumulate? If so, this particular piece of jade has a tremendous task for itself."

A Plea for Cooperation

EDITOR:

. . . Our organization is faced with a problem which can be solved with your help. When a DXer logs a DX station, it is common for him to write to the tv station seen for verification. Such long-range loggings are often used in scientific studies and verification is a must. But many tv stations will not bother to check their logs to see if the information supplied really clicks. Some do, but many send a form letter which in effect "thanks for the report" which is essentially valueless. But if all tv stations understood why the requests for verifications were sent, I'm sure most of them would cooperate. At least, I think they would all answer. Some don't even answer.

Gordon E. Simkin
American Ionospheric Propagation Assn.
P.O. Box 201
Loma Linda, Calif.

His Honor Wants Closer Look

EDITOR:

I would appreciate a tearsheet of the story about the FCC's opinion on editorializing [AT DEADLINE, June 2]. . . .

Edwin F. Radel
Mayor
Kingston, N. Y.

Misinterprets Freedom of Air

EDITOR:

Today's mail brought a packet of various material from a radio preacher who will have a campaign in upstate New York. Of course, they desire my station and others to include the script in our newscasts . . . He wants us to help him *gratis*. Yesterday the newspapers of the area carried paid ads for him.

The material was filed in my wastebasket!

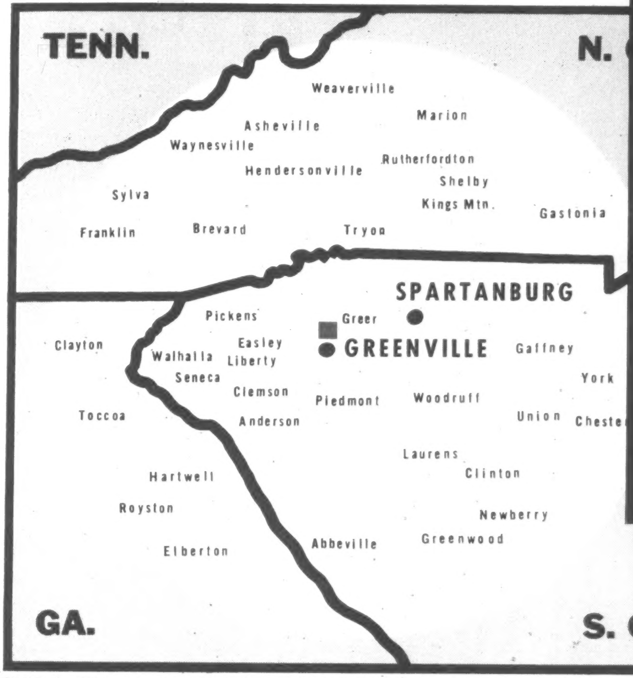
Walt Gaines
WLFH Little Falls, N. Y.

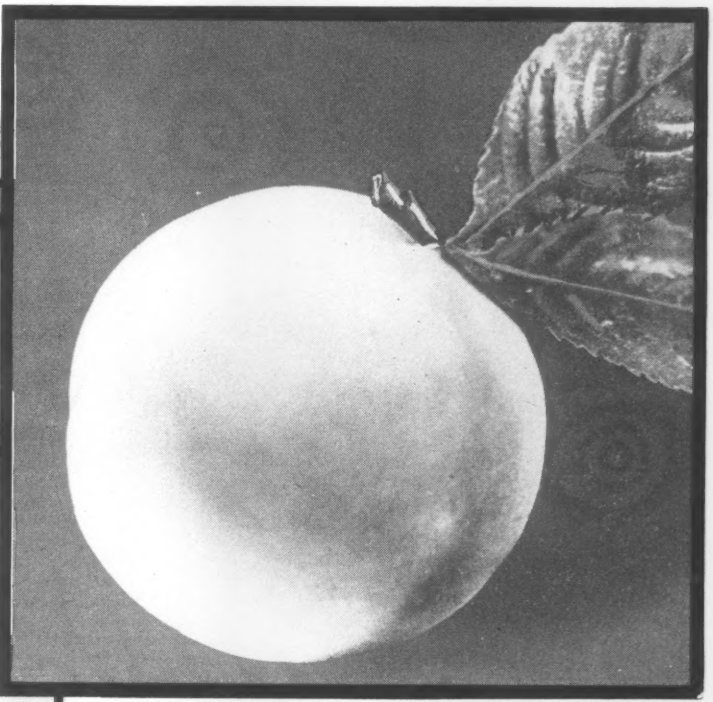
IT'S A—
PEACH OF A SUPERMARKET

1,788,361*

PEOPLE IN THE SPARTANBURG GREENVILLE MARKET

*** Counted Population—A. D. Ring and Associates—1950 Census**


TENN.
N. C.
Weaverville
Marion
Asheville
Waynesville
Rutherfordton
Hendersonville
Shelby
Sylva
Kings Mtn.
Gastonia
Franklin
Brevard
Tryon
SPARTANBURG
Pickens
Greer
Clayton
Easley
Walhalla
Liberty
GREENVILLE
Gaffney
Seneca
York
Clemson
Piedmont
Woodruff
Toccoa
Anderson
Union
Chester
Laurens
Clinton
Hartwell
Royston
Newberry
Elberton
Abbeville
Greenwood
GA.
S. C.



★ POPULATION COUNTED WITHIN 75 MILES OF WSPA-TV TRANSMITTER ON PARIS MOUNTAIN 3 MILES NORTH OF GREENVILLE, S. C.

WSPA-TV BLANKETS THE CAROLINA PEACH BELT

Spartanburg County alone ships more peaches than the entire state of Georgia.

IT'S BIGGER THAN—

ATLANTA	BIRMINGHAM	NEW ORLEANS	HOUSTON	MIAMI
1,557,764	1,427,783	1,260,360	1,226,924	699,103

AND
IT'S STILL GROWING!

WSPA-TV

SPARTANBURG, S. C.

CHANNEL 7

WALTER BROWN, Pres.

NATIONAL REPRESENTATIVES - GEO. P. HOLLINGBERY

THE ONLY CBS, VHF STATION SERVING THE SPARTANBURG-GREENVILLE SUPERMARKET

Double Take

Designer: Irving Miller

Take Washington, D.C...
or Jacksonville, Florida.
There's a family resemblance
where stations of the
Washington Post Broadcast
Division are concerned.
All enjoy the largest audiences
in their communities...
a capital thing for today's
hard-shell advertisers to
keep in mind.

THE WASHINGTON POST
BROADCAST DIVISION

WTOP RADIO and WTOP TELEVISION
WASHINGTON, D.C.

WMBR RADIO and WMBR TELEVISION
JACKSONVILLE, FLORIDA

Represented by CBS RADIO
and CBS TELEVISION SPOT SALES

JEFF'S COLLIE

Lassie will help you get a big profit bite out of your market locally, as JEFF'S COLLIE, just as she has done for her network sponsors. There Lassie trounced every program series placed against it, regardless of what it was...quiz...comedy...drama . . . adventure . . . live or film. Lassie always won out. In fact, Lassie's share of the total audience usually equalled the share of all the other regular network series placed in opposition — put together! Already JEFF'S COLLIE has been signed up for New York, Chicago, Los Angeles, Philadelphia, Detroit, Atlanta, Dallas, New Orleans, Houston, Boston, Salt Lake City, Miami and over 100 markets. For your own market, phone or wire collect Michael M. Sillerman, Television Programs of America, Inc., 488 Madison Ave., N. Y. 22, PLaza 5-2100.

TPA

THE BOB CROSBY SHOW

Emmet Kelly, sad-faced circus clown, was first to greet Bob Crosby's audience June 14 (NBC-TV, 8-9 p.m.) and was, as usual, charming and delightful. What followed was an equally charming attempt to keep Perry Como's fans happy while Mr. Como relaxes through the summer.

Basic format of the Como replacement is that of a musical-comedy-variety show similar to Mr. Como's year-round top-rated hour. Mr. Crosby was an amiable emcee and presented a spirited group of performers including comedian Joey Bishop and rock and rollers The Everly Brothers.

Gretchen Wyler, his vivacious co-star, should afford many an enjoyable moment in the weeks to come. Other regulars, including the Carl Hoff orchestra, Clay Warnick singers and Peter Gennaro dancers, provided colorful musical background. A highlight of the show was a Dixieland number featuring Mr. Crosby's famous Bobcats.

Production costs: Approximately $25,000.

Sponsored on NBC-TV, Sat., 8-9 p.m. EDT, by various firms. Started June 14.

Producer: Louis Dapron; director: Cort Steen; technical director: Henry Bomberger; writers: Hugh Wedlock and Howard Snyder; announcer: Kenneth Roberts.

MEMBER OF THE WEDDING

When "Member of the Wedding" was chosen as the final *Du Pont Show of the Month* for this season, the producers had one major asset—a story with which every adult viewer could identify. Furthermore, the Carson McCullers drama, which in 1950-51 ran for 501 performances on Broadway and won the highest critical acclaim, needed no major changes for its move from stage to tv studio.

But the selection also posed a major problem, finding an actress skillful enough to portray the emotional pre-adolescent while looking no older than 12. On Broadway, Julie Harris succeeded admirably. On tv, a tougher assignment with its revealing closeups, Collin Wilcox was not so successful. Face, figure, voice all showed her to be a young lady in her 20's. Perhaps this could not be helped. But there is no excuse for the direction that made her imitate, speech by speech, move by move, Miss Harris' portrayal of the role of Frankie Adams. What was right for Miss Harris gave a false ring to Miss Wilcox' performance. Only in the final scene, as a formally attired schoolgirl prattling of girl chums, football and class assignments, was she believable.

None of this applies to Claudia McNeil. As Berenice, the Adams' cook, she was superb. She made the role her own. Dennis Kohler, as John Henry, Frankie's little boy neighbor, was acceptable, but the part seemed cut to a minimum in tv.

What held the home audience was the story of the 12-year-old who, trying so desperately to find somebody or something to identify with, convinces herself that when her soldier brother gets married he'll take her, along with his bride, on the honeymoon. Frankie's unguided choice of a tawdry evening gown as proper garb for the wedding, her attempt to leave with the newlyweds and her bodily removal from the honeymoon coupe; these are the material for high tragicomedy and as delineated by Miss McCullers they overrode the flaws in execution to produce an interesting, if not thoroughly enjoyable, 90 minutes.

Production costs: Approximately $100,000.

Sponsored by DuPont Co. through BBDO on CBS-TV, Thurs., June 12, 9:30-11 p.m.

Producer: David Susskind for Talent Assoc. Ltd.; adapted by Jacqueline Babbin and Audrey Gellin from play by Carson McCullers.

Production supervisor: Murray Susskind; associate producer: Audrey Gellin; director: Robert Mulligan.

KRAFT MYSTERY THEATRE

The premiere dramatization in the new *Kraft Mystery Theatre,* summery live drama dish served by Kraft Foods Co. on NBC-TV, was "Killer's Choice," a selection that was penetrating and a good notch above the ordinary whodunit presentation.

The story got off to a chilling pace: a young, pretty woman was shot down in cold blood. The woman, who worked in a retail liquor store, was victim of a seemingly aimless act of mayhem. From there on, adapter Alvin Boretz (original story by Evan Hunter) sustained the viewers' interest; in swift strokes rounding out characterization and filling in detail on the dead woman. By midway through the program, the viewer became sharply aware that several people had reason to kill her.

Emphasis in this production was on the greys—the dead woman was not seen as totally "evil" nor as simply "good" but as somewhere in between. The process of building a character was accomplished without the loss of credibility.

Even though the plot showed its threads because of much former wear in print, on the movie screen and on tv, the commonplace storyline was placed in unusual and dramatic perspective through crisp direction, clever camera handling and sound development of characterization. Even the unveiling of the killer and the arrest by two detectives in the program's closing minutes came off with believability and minus the histrionics which mar many a superior cops-and-robbers production.

This new series sponsored by Kraft is the last gasp of live drama for the advertiser before the reincarnation next season of Milton Berle and a half-hour western. It is sad for drama-loving viewers that the Tv Theatre should be this killer's choice.

Production costs: Approximately $50,000.

Sponsored by Kraft Foods Co. through J. Walter Thompson on NBC-TV, Wed., June 11, 9-10 p.m.

Produced by Talent Assoc., adapted by Alvin Boretz, directed by Paul Bogart.

Cast: Michael Higgins, Staats Cotsworth, Joanne Linville, Martin Rudy and Joan Copeland.

a solid hit in the living room...

a smashing success in the market place...

THE ADVENTURES OF

JIM BOWIE

This great action series, set against a frontier background, is now available to local and regional advertisers. *Jim Bowie's* national record practically guarantees an outstanding job on the local level:

- ***20 million viewers delivered each week; 2.71 per set.***
- ***Second season ratings 25% higher than the first.***
- ***Profitably sponsored both years by American Chicle Co.***

Phone, wire or send smoke signals for the full story of *The Adventures of Jim Bowie.*

ABC FILM SYNDICATION INC. | 1501 BROADWAY, N. Y. 36 | LA 4-5050

Graduated...

with honors...

QUALITY
RADIO
WGN
TELEVISION
INTEGRITY

Quality and Integrity

● In May, WGN-TV graduated from second place in Chicago's three-network market to FIRST on the basis of quarter-hour firsts in both ARB and NIELSEN!

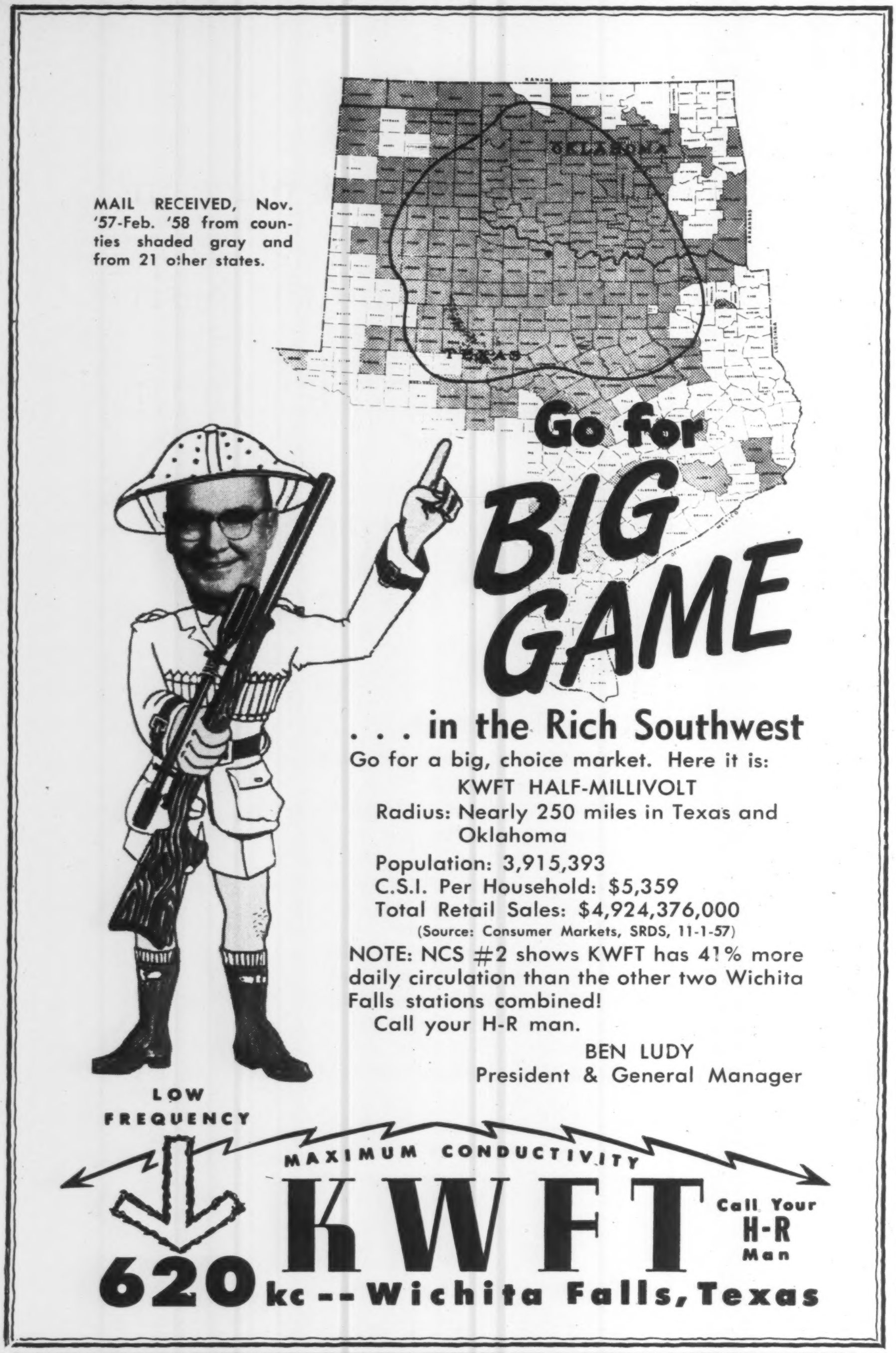
	ARB	NIELSEN
WGN-TV	**147½**	**138½**
Network B	98	115
Network C	106½	92½
Network D	85	82

● Special honors during May included first place awards presented by the Chicago Federated Advertising Club to four of WGN-TV's outstanding programs:

Children's Program	**The Blue Fairy**
Music and Variety	**Hour of Music**
Religious Program	**Faith of Our Fathers**
Special Event	**New Year's Day Fire**

Naturally, your best buy is the Chicago station where top audiences and award-winning quality go hand in hand—WGN-TV!

WGN-TV



MAIL RECEIVED, Nov. '57-Feb. '58 from counties shaded gray and from 21 other states.

Go for

BIG GAME

. . . in the Rich Southwest

Go for a big, choice market. Here it is:

KWFT HALF-MILLIVOLT

Radius: Nearly 250 miles in Texas and Oklahoma

Population: 3,915,393

C.S.I. Per Household: $5,359

Total Retail Sales: $4,924,376,000

(Source: Consumer Markets, SRDS, 11-1-57)

NOTE: NCS #2 shows KWFT has 41% more daily circulation than the other two Wichita Falls stations combined!

Call your H-R man.

BEN LUDY
President & General Manager

LOW FREQUENCY

MAXIMUM CONDUCTIVITY

KWFT

Call Your H-R Man

620 kc -- Wichita Falls, Texas

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales St., N. W. Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE

☐ 52 weekly issues of BROADCASTING	$ 7.00
☐ 52 weekly issues and Yearbook Number	11.00

☐ Enclosed ☐ Bill

name _______________ title/position*

company name _______________

address _______________

city _______________ zone _______ state _______

Please send to home address — —

* Occupation Required

Broadcasting Publications Inc.

Sol Taishoff President	Maury Long Vice President	Edwin H. James Vice President
H. H. Tash Secretary	B. T. Taishoff Treasurer	Irving C. Miller Comptroller

BROADCASTING*
TELECASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday by Broadcasting Publications Inc.

Executive and Publication Headquarters
Broadcasting • Telecasting Bldg.
1735 DeSales St., N. W., Washington 6, D. C.
Telephone: MEtropolitan 8-1022

EDITOR & PUBLISHER: Sol Taishoff
MANAGING EDITOR: Edwin H. James
SENIOR EDITORS: Rufus Crater (New York), J. Frank Beatty, Bruce Robertson (Hollywood), Fred Fitzgerald, Earl B. Abrams
NEWS EDITOR: Donald V. West
SPECIAL PROJECTS EDITOR: David Glickman
ASSOCIATE EDITOR: Harold Hopkins
ASSISTANT EDITORS: Dawson Nail, Jacqueline Eagle
STAFF WRITERS: Richard Erickson, Myron Scholnick, Benjamin Seff, Ann Tasseff, Jim Thomas
EDITORIAL ASSISTANTS: Rita Cournoyer, Lee Edwards, Coleen Rothenberg
SECRETARY TO THE PUBLISHER: Gladys L. Hall

BUSINESS

VICE PRESIDENT & GENERAL MANAGER: Maury Long
SALES MANAGER: Winfield R. Levi (New York)
SOUTHERN SALES MANAGER: Ed Sellers
PRODUCTION MANAGER: George L. Dant
TRAFFIC MANAGER: Harry Stevens
CLASSIFIED ADVERTISING: Doris Kelly
ADVERTISING ASSISTANTS: Merilyn Bean, John Henner, Ada Michael
COMPTROLLER: Irving C. Miller
ASSISTANT AUDITOR: Eunice Weston
SECRETARY TO GENERAL MANAGER: Eleanor Schadi

CIRCULATION & READER'S SERVICE

MANAGER: John P. Cosgrove
SUBSCRIPTION MANAGER: Frank N. Gentile
CIRCULATION ASSISTANTS: Gerry Cleary, Christine Harageones, Charles Harpold, Marilyn Peizer

BUREAUS

NEW YORK
444 Madison Ave., Zone 22, PLaza 5-8355
Editorial

SENIOR EDITOR: Rufus Crater
BUREAU NEWS MANAGER: Lawrence Christopher
AGENCY EDITOR: Florence Small
ASST. NEW YORK EDITOR: David W. Berlyn
NEW YORK FEATURES EDITOR: Rocco Famighetti
ASSISTANT EDITOR: Frank P. Model
STAFF WRITERS: Margot Holland, Diane Schwartz

Business

SALES MANAGER: Winfield R. Levi
SALES SERVICE MANAGER: Eleanor R. Manning
EASTERN SALES MANAGER: Kenneth Cowan
ADVERTISING ASSISTANT: Donna Trolinger

CHICAGO
360 N. Michigan Ave., Zone 1, CEntral 6-4115
MIDWEST NEWS EDITOR: John Osbon
MIDWEST SALES MANAGER: Warren W. Middleton, Barbara Kolar

HOLLYWOOD
6253 Hollywood Blvd., Zone 28, HOllywood 3-3148
SENIOR EDITOR: Bruce Robertson
WESTERN SALES MANAGER: Bill Merritt, Virginia Stricker

Toronto, 11 Burton Road, Zone 10, HUdson 9-2694
James Montagnes

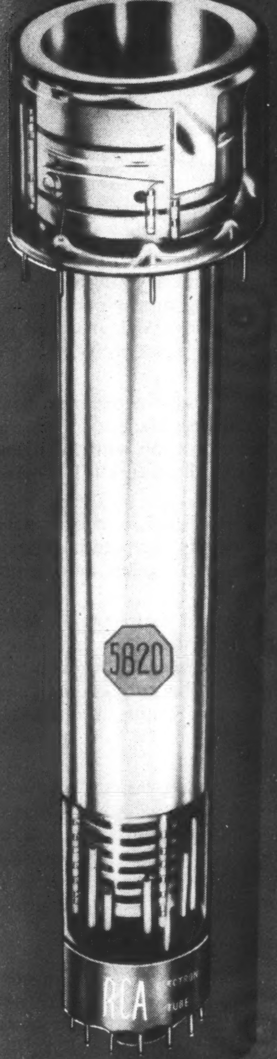
SUBSCRIPTION PRICES: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $1.00 per year for Canadian and foreign postage. Subscriber's occupation required. Regular issues 35¢ per copy; Yearbook Number $4.00 per copy.

SUBSCRIPTION ORDERS AND ADDRESS CHANGES: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington 6, D. C. On changes, please include both old and new addresses.

BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932, Broadcast Reporter in 1933 and Telecast* in 1953.

*Reg. U. S. Patent Office

Copyright 1958 by Broadcasting Publications Inc.



RCA Image Orthicons have been serving TV stations faithfully—since the announcement of the original RCA-5820 design in 1949

2688 HOURS OF OPERATION at WSB-TV

WSB-TV
Television

Reports Chief Engineer Robert A. Holbrook, WSB-TV:

"As far as the RCA-5820 tube is concerned, we are well satisfied with the performance we are able to get in our operation. We are quite particular about our picture quality and have had several tubes run well over 2000 hours before it was necessary to replace them. Our record performance was Serial S-1400 which ran 2688 hours. With performance like this, our cost-per-hour for operation has been reduced appreciably."

The report from WSB-TV is another instance of the extended life that many station men are getting from RCA Image Orthicons—beyond the normal life span of the tube. For improved performance and longer life, it pays to specify RCA—the Image Orthicon with MICRO-MESH *and* SUPER-DYNODE design.

For faithful tube service, rely on your RCA Industrial Tube Distributor.

RCA Time-Proved Image Orthicon Design—for longer life

RADIO CORPORATION OF AMERICA
Electron Tube Division ***Harrison, N. J.***

HOW TO GET THE MOST FROM RCA IMAGE ORTHICONS

- Allow 5820 to warm up for ¼ to ½ hour with camera lens capped and with Grid-No. 1 voltage adjusted to give small amount of beam current
- Hold temperature of 5820 within specified operating range
- Make sure alignment coil is properly aligned
- Check scene illumination and uniformity of illumination before televising
- Determine proper operating point with target voltage adjusted to exactly 2 volts above target cutoff
- Select lens stop to permit operation with highlights just above the knee of the Light Transfer Characteristic
- Use lowest beam current for best signal-to-noise ratio and gray-scale reproduction
- Adjust beam-focus control for best usable resolution
- Cap lens (or cut off voltage applied to photocathode and bias target negative) and keep beam on during standbys, to prevent unnecessary aging of 5820
- Condition spare 5820's by operating several hours once each month
- Don't force 5820 into its shoulder socket
- Don't operate 5820 without scanning
- Don't underscan the target
- Don't focus 5820 on a stationary bright scene
- Don't turn off beam while voltages are applied to photocathode, Grid No. 6, target, dynodes, and anode during warm-up or standby periods
- Don't operate a 5820 having an ion spot

Broadcast to a
CONCENTRATED
MICHIGAN
AUDIENCE

WPON

	7:00 A.M.—12:00 Noon Monday Thru Friday	12:00 Noon—6:00 P.M. Monday Thru Friday
WPON	39	46.5
Sta. B	24.1	14.0
Sta. C	11.9	8.1
Sta. D	10.0	5.4

C. E. Hooper, May, 1958

The station serving

631,000
consumers

in

PONTIAC

and
Oakland
County

MICHIGAN

CONTACT
VENARD RINTOUL & McCONNELL, INC.

Associated with Lansing's

WILS
music news sports

OUR RESPECTS

to Sherman Richard Slade

In 1941, Don Belding, western head of Lord & Thomas (now Foote, Cone & Belding) was the target of a direct mail campaign emanating from a young newspaperman in Salt Lake City. Each month the mailman would bring him a package—one month a box of Utah celery, another a basket of Utah peaches. With it would be a letter saying, in effect: "Here's a sample of one great Utah product. Why not try another one, me?"

When Mr. Belding went on a trip, at each stop he'd be handed a telegram urging him to add Sherman Slade to his staff. At length he gave young Slade a try-out on a field job in Utah. This led to an interview and the interview to a job with the agency. "I'll never forget that date," Mr. Slade says. "It was Saturday, Dec. 6, 1941. The next day was Pearl Harbor Day."

Sherman Slade was then 24. Born in San Francisco, July 13, 1917, he'd been named Sherman Richard Slade, but the "Richard" was lost during his peripatetic boyhood, when he lived briefly in Denver, Reno, Fort Worth and Los Angeles, among other western cities. "My father was a restless man," he comments.

Changing schools so frequently seems to have accelerated rather than delayed Sherman's educational progress, for he received his B.S. from the U. of Utah on the eve of his 20th birthday. While in the university, he was the second student in its history to edit both the yearbook and the college newspaper. This proved his acumen as well as his journalistic ability, for the editor and business manager divided the profits of the school publications. The yearbook, he recalls, netted him more than $1,000 at the end of the year, in addition to a $5 weekly stipend.

After graduation, he entered advertising in the classified department of the *Salt Lake Tribune-Telegram*. This led to a term as a reporter and that to a job in the newspaper's promotion department, where he stayed until he landed a berth with Lord & Thomas in Los Angeles. Even that did not immediately get him inside the agency, however. His first assignment was to spend three months as a sales service man for Sunkist, installing store displays and window cards in retail groceries in Detroit and Indianapolis.

In the spring of 1942, Sherman Slade at long last was actually working inside an agency, writing radio commercials for Purex, then sponsoring Boake Carter's newscasts, and for Carnation to use on its *Secret Legion* dramatic series. But the dreams of youth had to give way to the realities of war and a year later it was Pvt. Slade, aviation cadet; then Lt. Slade, navigator of 30 missions in Europe, then Capt. Slade of Air Transport Command in the Pacific, until in August 1945 he was turned back into Mr. Slade of Foote, Cone & Belding.

And that's what he was for the next 11 years, while he progressed from copywriter to account contact to account supervisor, winning his vice presidency in 1948. Accounts he supervised at Foote, Cone & Belding included Acme and Rheingold beers, Arden Farms, B&B Pen, Hoffman Electronics, Interstate Bakeries, Paper Mate and Union Oil.

In 1956, Mr. Slade terminated his 14-year stay at Foote, Cone & Belding to join Dan B. Miner Co., Los Angeles, as vice president and board member. A year later, when the Mayers Co. became the Los Angeles division of Cunningham & Walsh, he was appointed senior vice president of C&W in Los Angeles and a member of the agency's national management committee. Last April, following the decision to terminate the Mayers-C&W affiliation and shortly after the Miner agency had merged with Honig-Cooper Co. of San Francisco, he assumed his present post of executive vice president and manager of Honig-Cooper & Miner, Los Angeles.

Mr. Slade has been described as an advertising "generalist," a man who is thoroughly grounded in all aspects of advertising without being a specialist in any of them. At H-C&M, he sits in on creative meetings on all of the agency's accounts, although only one is under his direct supervision. That is Interstate Bakeries, whose advertising is chiefly in the broadcast media and outdoors. Woody Woodpecker spots for Weber's bread have made "WaWaWaWaWebers" a standard juvenile chant in its distribution area.

In 1940, Mr. Slade married Afton Johnson, whom he'd met on campus at the U. of Utah. With their three children—Jeffrey, 12, Rickey, 9, and Sharon, 3—the Slades live in Beverly Hills. Gardening, golf, Boy Scout work and playing left field for the Honig-Cooper & Miner team in the Los Angeles agency league are his chief out-of-office activities. He's a member of Beta Theta Pi, the Los Angeles Ad Club and a past board member of the Southern California Chapter of AAAA.

NO SWEAT FOR TIME BUYERS

. . . when you come to the Shreveport Market.
Simply run down this quickie check list:

WHICH TV STATION IN SHREVEPORT HAS . . .

. . . Dominated every survey made?

. . . BASIC affiliation with CBS Television?

. . . Well-established local shows and talent?

. . . Integrated itself more fully into its community?

. . . Unexcelled full-power engineering facilities?

. . . Longer on-the-air experience?

. . . Full scale promotion?

. . . Twice as much national spot?

The answer to each, of course, is KSLA-TV.
Next step? A "*no sweat*" session with your Raymer man
. . . and then on to the next market on your list!

KSLA TV

basic CBS *channel* 12 *shreveport, la.*

Represented by PAUL H. RAYMER CO., INC.

See our service advertisement in Standard Rate & Data Service

3/4

coverage is not enough! This time buy KJEO-TV and get FULL coverage for your money. KJEO-TV consistently serves Fresno and the fabulous San Joaquin Valley better for less. Call your BRANHAM man for complete details. We GUARANTEE you'll save your energy, get more for your money on KJEO-TV. ACT TODAY!

MARKETING
RESEARCH
COPY
PUBLICITY
FREEBORN

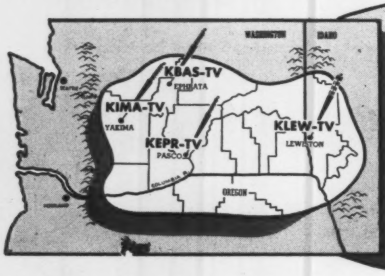
Everyone Scored but you, Smidley!

Yup—everybody on the team. But what in blazes happened to time-buying? They were all counting on you to grab this KIMA-TV combination. They were banking on this big, exclusive TV buy—this billion-dollar bonanza. But you just flat booted one of the nation's top 75 markets. Why, I'll never know. But they won't let you forget it, Smid. Believe me, they won't.

Quite a market . . .

Population 563,875
Automotive sales......$116,239,000

Source: 1957 "Survey of Buying Power"



KIMA-TV
YAKIMA, WASHINGTON
with its satellites
KEPR-TV, Pasco, Wash.
KLEW-TV, Lewiston, Idaho
and KBAS-TV
Ephrata, Moses Lake, Wash.
CASCADE
BROADCASTING COMPANY

NATIONAL REP: WEED TELEVISION PACIFIC NORTHWEST: MOORE & ASSOCIATES

TORNADO RELIEF • WCCO Minneapolis broadcast an appeal for food and clothing that resulted within six hours in 50 tons of relief supplies for Wisconsin tornado victims. It was the largest shipment of help to the area where 30 were killed and 600 homes demolished, WCCO said. Relief workers told WCCO that the campaign "probably is the fastest action that has been taken in any similar disaster."

WEATHER PROFITS • WSOC-TV Charlotte, N. C., weathermen Jimmy Kilgo and Jack Callaghan ventured into temperature prediction and thereby contributed the year's first donation to the Charlotte United Appeal Campaign. Each day the men attempted to guess the day's high, penalizing themselves a half dollar for each degree they were off. After 15 days and 75 dollars, Piedmont Natural Gas Company, sponsor of the *6:40 Weather Show*, matched the pot, and the total became the initial contribution to the United Appeal.

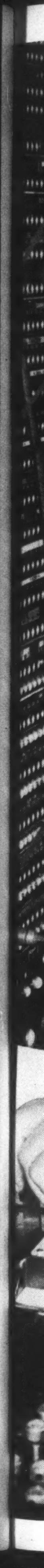
PUBLIC EYE • KOLN-TV Lincoln, Neb., reported on its *Lincolnland News* program the alleged defrauding of a farmer by a magazine salesman. The Better Business Bureau in Lincoln forwarded the details to Central Registry in New York. The farmer got his money back, and KOLN-TV news was informed that its story led directly to the happy ending.

HIGH PRAISE • KCMJ Palm Springs, Calif., received high official praise recently from the city's manager for its consistent programming of local news and public service. Singled out for particular commendation was News Editor Phil Stone, who has headed that department nearly 10 years.

CLASSICAL ASSIST • WBT Charlotte, N. C., is playing a major part in enabling the Charlotte Symphony Orchestra Assn. to obtain a full-time director for the next season. Albums made from tape recordings of WBT concert broadcasts during the past year are being given free to contributors to the Charlotte Symphony Orchestra Assn. It is expected that the musical bonus will enable the symphony group to hire its first full-time director in more than a year.

EDITORIAL STAND • WIS Columbia, S. C., inaugurated its editorial policy on important local events this spring by advocating an affirmative vote for a tax increase to benefit the city schools. In introducing its first editorial listeners were advised that WIS editorially would advocate a definite position on issues deemed in the best public interest. An editorial board has been named to select key topics.

RAILROAD FILM • WJZ-TV Baltimore presented a special safety film June 22 on the dangers of trespassing on railroad property. As the result of recent tragedies involving children and high tension wires in the Baltimore area, WJZ-TV scheduled the 30-minute movie, produced by the Pennsylvania Railroad. It depicted the dangers of playing around railroad yards and trains.



NOW!
ZIV GIVES YOU A DIRECT LINE TO
RATING SUCCESS!

DARING ADVENTURES FROM

FOR FIRE...
FOR POLICE...
FOR SCOTLAND YARD...

EXPLOSIVE ACTION

with TV's newest Law Enforcement Hero!

ZIV *Television*

TECHNICAL ADVISERS:
Duncan Webb, "Britain's Greatest Crime Reporter"
Tom Fallon, Ex-Superintendent of Scotland Yard

EXTRA! For the first time...

A ZIV SHOW WITH A BUILT-IN CONTEST!

. . . a unique quiz that's tied right in with "DIAL 999" to get you off to a big start . . . FAST!

M THE FILES OF SCOTLAND YARD!

. . . "DIAL 999"

A NEW DISCOVERY! A NEW STAR!

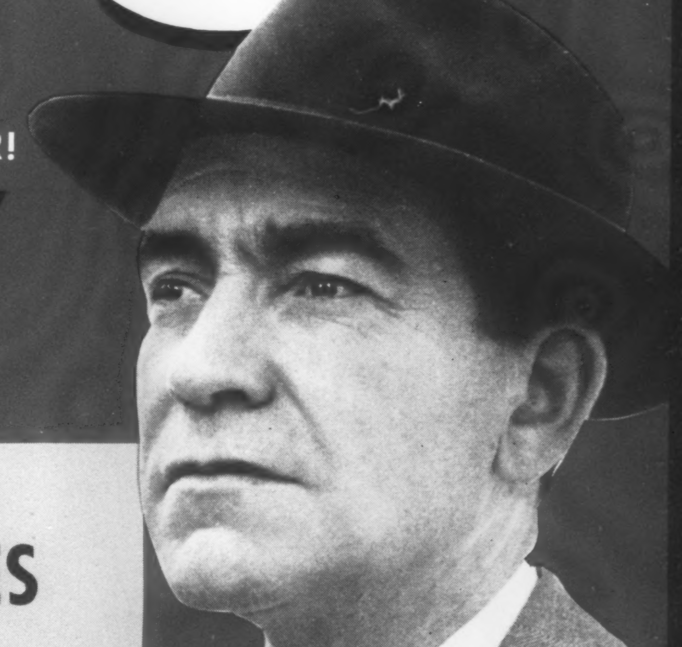
ROBERT BEATTY

Hailed by American critics for
his stellar film performances!

NOW . . . for the FIRST TIME

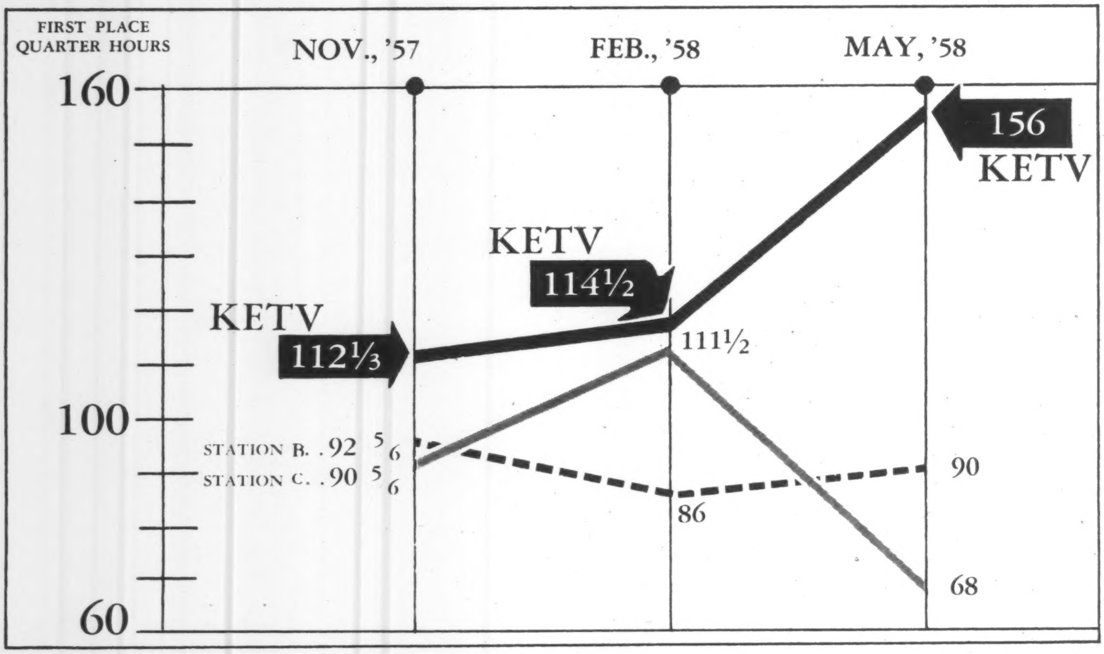
AUTHENTIC STORIES

from the files of the
WORLD'S MOST FAMOUS
crime prevention center!



KETV Hits New Heights in Omaha!

May, 1958 Omaha Metropolitan ARB proves that KETV won the largest Audience in the most quarter hours when all 3 stations were on the air – for 3 consecutive ratings!



KETV has the greatest number of first place quarter hours in both afternoon and evening, seven days a week!

	KETV	STATION B	STATION C
Afternoon (1:00 PM to 6:00 PM)	91.5	36.0	13.5
Evening (6:00 PM to S. O.)	64.5	54.0	54.5
TOTAL	156.0	90.0	68.0

Now . . . more than ever . . . KETV assures advertisers maximum audience at lowest cost per thousand in Omaha . . . a business "hot spot"!

Call your H-R man for the full story of KETV's progress!

KETV channel **7**

OMAHA WORLD-HERALD STATION
Eugene S. Thomas, V. P. & Gen. Mgr.

basic abc

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Vol. 54, No. 25 **JUNE 23, 1958**

THE DOUBLE-WHAMMY ON TRIPLE SPOTS

New study reveals extent of practice as CBS-TV acts to stamp it out

The first public insight into the extent of agency and advertiser involvement in triple-spotting is contained in an analysis, being released today (June 23), based on actual monitoring of stations.

It shows that agencies and advertisers of virtually all sizes are caught up to some degree in this practice for which, especially in recent weeks, television broadcasters have been roundly criticized by both advertisers and agencies [LEAD STORY, May 26].

This study came to light as a new attack on the triple-spot problem was being waged on yet another front. CBS-TV, it was learned, has asked its affiliates to sign affiliation contract amendments expressly stipulating "that the station shall not delete any part of any CBS Television network program, including commercial messages, credits and network identification." In addition, CBS-TV is revising its affiliates' weekly reporting form to include an affidavit attesting that none of this network material has been clipped for local or national spot announcements or other purposes. (Story on CBS action, page 32.)

NBC-TV also was reported at work on plans to put new bite into its anti-triple spot drive. These plans are slated for submission to the NBC-TV Affiliates Board of Delegates at a meeting in mid-August.

The monitoring analysis, based on material gathered by Broadcast Advertisers Reports in its regular monitoring service, turned up case after case in which an extra commercial for one spot advertiser or another intruded on time which had been bought by network advertisers. The study encompassed a week's monitoring in 20 of the nation's top markets, plus a scattering of smaller cities. The monitoring weeks varied from city to city, but all fell within the last three months.

This study was not able to identify in any instance the specific spot announcement that caused the "overcommercialism." This generally would require knowledge of the order in which the spots were bought in each case. But authorities held that in most cases at least one of the advertisers should have known—at the time he bought—that he was creating or getting into a triple-spot situation. These authorities reasoned thus: The study was limited to the station-break time between network shows. This is highly desirable time, usually bought to specification. Advertisers and agencies buying it would know—or should be able to find out—what other products already were in it; and if they insisted on getting into already occupied periods, or if advertisers already in these periods knowingly remained when other clients were added, then they necessarily were condoning or encouraging the practice.

Agency sources contended the answer is not so easy. It is often difficult, they said, to know at time of purchase exactly what the situation is—or is apt to become.

These sources noted among agencies a recent upsurge of special efforts to "find out whether our spots are being triple-spotted."

In making BAR monitoring reports available, President Robert Morris told BROADCASTING:

"Triple-spotting is not something that can be charged exclusively to any one group—stations, advertisers or agencies. Actually,

CONTINUED *overleaf*

Who's on third, how often

The following, based on the analysis of BAR reports, shows by agency and product the number of times each was involved in a "triple-spot situation"—instances in which all of the spots between two network shows totaled more than the generally allowable 30 seconds—during one monitored week. The records do not differentiate between those whose purchases actually created the triple-spot situation and those who were legitimately in the station breaks but who became the victims, knowingly or not, when other purchasers bought into the same periods. Triple-spots in local programming and in breaks between a network program and a local program have been excluded, but it was not possible to determine and eliminate instances where stations were able to accommodate the extra spot or spots by deleting—for valid reasons—network program promotion spots.

N. W. AYER & SON
SEALTEST PRODUCTS: 1 spot, 1 station, 1 market

BENTON & BOWLES
CREST TOOTHPASTE: 1 spot, 1 station, 1 market
MAXWELL HOUSE COFFEE: 8 spots, 4 stations, 3 markets
PARLIAMENT CIGARETTES: 9 spots, 5 stations, 4 markets
PEPTO-BISMOL: 1 spot, 1 station, 1 market

BBDO
ZEST SOAP: 3 spots, 1 station, 1 market
BURGERMEISTER BEER: 12 spots, 6 stations, 4 markets
CREAM OF WHEAT: 6 spots, 3 stations, 3 markets
HORMEL MEAT PRODUCTS: 2 spots, 1 station, 1 market
SCOTCH BRAND TAPE: 11 spots, 6 stations, 6 markets
U.S. STEEL: 1 spot, 1 station, 1 market

TED BATES & CO.
COLGATE DENTAL CREAM: 13 spots, 8 stations, 7 markets
CONTINENTAL BAKERY PRODUCTS: 15 spots, 10 stations, 8 markets
DOMINO SUGAR: 1 spot, 1 station, 1 market
KOOL CIGARETTES: 5 spots, 4 stations, 3 markets
VICEROY CIGARETTES: 28 spots, 11 stations, 8 markets

BEARDON-THOMPSON-FRANKEL
ORKIN EXTERMINATING: 2 spots, 2 stations, 2 markets

GORDON BEST INC.
COMSTOCK FOOD PRODUCTS: 1 spot, 1 station, 1 market

THE BIDDLE CO., DES MOINES
QUICK STARCH: 1 spot, 1 station, 1 market

BROOKE, SMITH, FRENCH & DORRANCE
FOLGER COFFEE: 9 spots, 5 stations, 3 markets

D. P. BROTHER
OLDSMOBILE: 2 spots, 2 stations, 1 market

LEO BURNETT
ALLSWEET MARGARINE: 7 spots, 4 stations, 4 markets
JIF PEANUT BUTTER: 2 spots, 2 stations, 2 markets
KELLOGG'S PRODUCTS: 1 spot, 1 station, 1 market
MAYTAG APPLIANCES: 1 spot, 1 station, 1 market
PACE HOME PERMANENT: 2 spots, 2 stations, 2 markets

CAMPBELL-MITHUN
HAMMS BEER: 2 spots, 1 station, 1 market

CAPLES CO.
UNION PACIFIC RAILROAD: 1 spot, 1 station, 1 market

CARGILL & WILSON
HOLIDAY CIGARETTES: 1 spot, 1 station, 1 market

CONTINUED *overleaf*

it probably is the fault of 'the system'—advertisers want their spots in high-rated positions and agencies therefore do their best to get the best.

"But in all the fuss that has been made over this subject, the stations are the ones who largely have been held to blame, which is certainly not the whole story.

"We feel that our reports, by showing to just what extent triple-spotting has occurred in the markets we monitor, will help to show that it is a three-way problem. The reports do not show who is 'guilty,' but that is not the purpose anyway. Those who are 'guilty' know it without looking at this study; others, if they are involved in triple-spot situations without knowing it, may be glad to find out."

The study showed a wide variation in the extent to which individual products were involved in triple-spot situations during a week. Many were found in overcrowded breaks only once in a week, several were there a dozen or more times. Highest was Viceroy cigarettes, through Ted Bates & Co., a total of 28 times on 11 stations in 8 markets.

No. 1 Spotter

Bates, No. 1 spot tv-radio agency, had two other clients whose commercials turned up in more than a dozen breaks exceeding the NAB code's limits: Continental Bakery products were found in 15 such situations; Colgate dental cream in 13.

Runner-up Viceroy in the too-much-company category was Kent cigarettes, through Lennen & Newell. Kent's score was 23.

Others in the dozen-and-up class included Bulova watches (16) and Nabisco Products (13), both through McCann-Erickson; Dr. Pepper beverage (13), through Grant Adv., Dallas.; Dove Toilet bar (13), through Ogilvy, Benson & Mather, and Burgermeister beer (12), through BBDO.

Benton & Bowles, which has been one of the most outspoken critics of triple-spotting, and which cancelled Procter & Gamble and General Foods spots in Denver a short time ago on triple-spot grounds, had five brands that were up against triple-spot situations in the analysis of the BAR data. Compton, another vocal opponent of triple-spotting, had three.

The latest furor over triple-spotting was touched off a month ago by a blast from the powerful Assn. of National Advertisers. ANA said 32 out of 115 advertisers responding to a survey complained of triple-spotting "in recent months."

How CBS-TV is acting to kill triple spots

Triple-spotting or other local commercial practices that eat into a network advertiser's time will be barred by contract under a new plan submitted to its affiliates by CBS-TV.

The network has asked its stations to sign affiliation contract amendments stipulating that they will not delete any part of any CBS-TV program, "including commercial messages, credits and network identification."

In addition CBS-TV has told the stations its plans to incorporate into their weekly reporting forms a section in which, under oath, they must specify any instance in which such network material has been cut or eliminated.

Edmund C. Bunker, CBS-TV vice president and director of station relations, outlined the plan in a four-page letter sent out to affiliates almost a fortnight ago and made public last week.

In it he recalled that William B. Lodge, vice president in charge of station relations and engineering, had covered the problem in detail at the general conference of CBS-TV affiliates in January.

"The vast majority of our affiliates deliver the full time period and do not cut short or 'clip' network programs in order to stretch the time available for national spot or local commercials," Mr. Lodge was quoted. "But, in some instances, we have received complaints about affiliates who have taken some of the time purchased by the network advertiser and substituted local commercials. This is obviously unfair to the sponsors of the network program, and is unfair to the CBS Television network, which represented to the advertiser in all honesty that it would make available the full time period contracted for."

Since then, Mr. Bunker continued, CBS-TV has received additional complaints from "several agencies" who said their surveys indicated the practice was still going on.

Embarrassing Complaints

"Frankly," he said, "the complaints we have received were difficult to answer. For instance, according to one agency's survey, in a recent major dramatic program one of our affiliates broadcast three 60-second spot announcements in the station break between program segments. Obviously, this station failed to carry the complete network program. In the same survey, other stations 'stretched' the break between commercial program segments to 50, 60 and even 75 seconds, with obvious time loss to either or both adjacent network sponsors. . . ."

Mr. Bunker said one agency complained

Who's on Third CONTINUED

COHEN & ALESHIRE

FOUR-WAY COLD REMEDY: 1 spot, 1 station, 1 market

COMPTON ADV.

DUNCAN-HINES CAKE MIXES: 3 spots, 3 stations, 3 markets
FIZRIN INSTANT SELTZER: 3 spots, 3 stations, 3 markets
ROYAL CROWN BEVERAGES: 8 spots, 5 stations, 3 markets

CUNNINGHAM & WALSH

JERGENS: 4 spots, 3 stations, 2 markets
SEARS, ROEBUCK: 10 spots, 3 stations, 2 markets
TEXACO PRODUCTS: 6 spots, 3 stations, 2 markets
WOODBURY PRODUCTS: 3 spots, 2 stations, 2 markets

DANCER-FITZGERALD-SAMPLE

BAYER PRODUCTS: 2 spots, 2 stations, 2 markets
FALSTAFF BEER: 5 spots, 3 stations, 2 markets
PETER PAUL INC.: 6 spots, 6 stations, 6 markets
PHILLIPS PRODUCTS: 1 spot, 1 station, 1 market

D'ARCY ADV. CO.

BUDWEISER BEER: 5 spots, 3 stations, 2 markets

DOHERTY, CLIFFORD, STEERS & SHENFIELD

IPANA TOOTHPASTE: 6 spots, 3 stations, 3 markets

DOWD, REDFIELD & JOHNSTONE

COTT: 1 spot, 1 station, 1 market

DOYLE DANE BERNBACH

GALLO: 2 spots, 2 stations, 2 markets

MONROE F. DREHER INC.

DAZZLE LAUNDRY PRODUCTS: 1 spot, 1 station, 1 market

WILLIAM ESTY

BEN-GAY RUB: 4 spots, 1 station, 1 market
SALEM CIGARETTES: 1 spot, 1 station, 1 market
WINSTON CIGARETTES: 8 spots, 4 stations, 2 markets

FITZGERALD ADV.

SNOWDRIFT SHORTENING: 3 spots, 1 station, 1 market

FOOTE, CONE & BELDING

PEPSODENT TOOTHPASTE: 10 spots, 3 stations, 3 markets
TIDEWATER GASOLINE: 2 spots, 1 station, 1 market

REVILL J. FOX ADV., DENVER

COORS BEVERAGES: 3 spots, 1 station, 1 market

ALBERT FRANK-GUENTHER LAW

BUITONI FOODS: 1 spot, 1 station, 1 market

GRANT ADV., DALLAS

DR. PEPPER BEVERAGES: 13 spots, 4 stations, 2 markets

GREY ADV.

EXQUISITE FORM: 1 spot, 1 station, 1 market
GREYHOUND: 6 spots, 2 stations, 2 markets
NECCHI SEWING MACHINES: 1 spot, 1 station, 1 market

GUILD, BASCOM & BONFIGLI

SKIPPY PEANUT BUTTER: 2 spots, 1 station, 1 market

GEORGE H. HARTMAN CO.

MYSTIC TAPE: 2 spots, 1 station, 1 market

HIRSCH, TAMM & ULLMAN

OLD JUDGE COFFEE & TEA: 2 spots, 1 station, 1 market

HIXSON & JORGENSEN

RICHFIELD PRODUCTS: 2 spots, 2 stations, 2 markets

HONIG-COOPER

CLOREX: 2 spots, 2 stations, 2 markets
LESLIE SALT: 6 spots, 5 stations, 4 markets
QWIP: 3 spots, 1 station, 1 market

that "if [this] is an example of the kind of treatment our programs are getting across the board, we have uncovered a monster. . . . Are we guilty of overlooking quality controls in network tv? Have we taken too much for granted?"

Mr. Bunker continued:

"Two other related matters have been raised by agencies recently. They concern (a) the number of spot announcements inserted before, after and during breaks in network programs, and (b) the problem of announcements adjacent to network programs for products competitive to those of the network client.

"The advertiser's concern with multiple spots is simply that this practice causes significant audience loss, a result which is harmful to all concerned. We have replied that the network has no right to require its affiliates to program locally in any particular manner. We have stated, however, that we would pass on the agencies' comments concerning multiple spotting and adjacent commercials for competitive products for the station's consideration and that we would note that the NAB code provides that more than two back-to-back announcements plus the conventional sponsored 10-second station ID are not acceptable between programs or within the framework of a single program.

". . . I wish to emphasize the importance of these matters in relation to the need for continued high standards of television operation. The CBS Television network and its affiliates are dependent on their clients—network, spot and local—for their economic livelihood. It is fundamental that we continue to have their confidence that they are receiving full value for what they pay."

NAB OUT TO UNFROCK 'DOCTORS'

The synthetic white coat is now out of style in medical tv commercials.

A flat directive against appearances of actors garbed as doctors, dentists and nurses was written into NAB's Television Code last week by the association's Tv Board of Directors. (Other board stories begin page 68).

This action against an advertising practice that has been the object of violent criticism was taken by the Tv Board on the recommendation of the NAB Tv Code Review Board, directing agency that enforces the code of ethics. The board also banned use of subliminal perception techniques.

One of the most drastic bans added to the code since its adoption in 1952, it follows the recent Federal Trade Commission's consent decree limiting American Chicle Co. in its use of man-in-the-white-coat advertising commercials to factual evidence that doctors endorse Rolaids [AT DEADLINE, May 19]. FTC, however, did not impose a general ban against Rolaids use of white-coat techniques.

NAB's tv ban was construed in some medical circles as a "death knell" for the white coat, a technique used with less frequency in the last several years.

The original NAB code language specified that dramatized commercials should clearly indicate the fact that fictitious characters portray professional people. This did not specify how the dramatization should be explained to the public.

In February 1957, the NAB code group adopted new language requiring a 10-second overlay, "A Dramatization," in a highly visible manner at the opening of a commercial.

Last week's action provides: "Dramatized advertising involving statements or purported statements by physicians, dentists or nurses must be presented by accredited members of such professions."

White-coat agitation has been heard on Capitol Hill where a subcommittee of the House Government Operations Committee is "definitely interested" in the practice. American Medical Assn. and American Dental Assn. have indicated to the subcommittee they favor hearings on the subject. A pharmaceutical group has claimed that tv commercials create huge demands for a product but large stocks are left on retailers' shelves when advertising is discontinued.

The *New York Times* carried an editorial in its May 16 issue calling for discontinuance of "snake-oil techniques" used by "tv doctors." The *Times* based its editorial on a resolution adopted by the New York State Medical Society calling on American Medical Assn. to take additional steps to stop

THE WHITE COAT *may become just a memory. This is a still from the old Rolaids "dramatization" condemned by the Federal Trade Commission.*

BRYAN HOUSTON
AJAX CLEANSER: 1 spot, 1 station, 1 market

CHARLES F. HUTCHINSON, BOSTON
HABITANT SOUPS: 1 spot, 1 station, 1 market

M. H. KELSO CO., LOS ANGELES
NESBITT BEVERAGES: 1 spot, 1 station, 1 market

KENYON & ECKHARDT
BRYLCREAM: 5 spots, 4 stations, 4 markets
MERCURY DEALERS: 3 spots, 3 stations, 3 markets
PEPSI-COLA: 2 spots, 2 stations, 2 markets

KEYES, MADDEN & JONES
RALEIGH CIGARETTES: 1 spot, 1 station, 1 market

LENNEN & NEWELL
AD DETERGENT: 1 spot, 1 station, 1 market
KENT CIGARETTES: 23 spots, 14 stations, 11 markets
OLD GOLD CIGARETTES: 3 spots, 2 stations, 2 markets

MACMANUS, JOHN & ADAMS
PONTIAC DEALERS: 2 spots, 2 stations, 2 markets

MCCANN-ERICKSON
BULOVA: 16 spots, 12 stations, 10 markets
COCA-COLA: 11 spots, 4 stations, 3 markets
NABISCO PRODUCTS: 13 spots, 10 stations, 9 markets
RIVAL DOG FOOD: 1 spot, 1 station, 1 market

NORMAN, CRAIG & KUMMEL
MAIDEN FORM: 1 spot, 1 station, 1 market
PABST BEER: 4 spots, 2 stations, 2 markets

NORTH ADV.
LANVIN PRODUCTS: 2 spots, 2 stations, 2 markets

OGILVY, BENSON & MATHER
DOVE TOILET BAR: 13 spots, 6 stations, 5 markets

PARIS & PEART
A&P: 1 spot, 1 station, 1 market

PERRIN & PAUS
SUNBEAM PRODUCTS: 4 spots, 1 station, 1 market

SANDERS ADV., DALLAS
CONTINENTAL TRAILWAYS: 1 spot, 1 station, 1 market

TATHAM-LAIRD
PARKER PENS AND PENCILS: 2 spots, 2 stations, 2 markets

J. WALTER THOMPSON
AUNT JEMIMA COFFEE CAKE MIX: 2 spots, 2 stations, 2 markets
AUNT JEMIMA OATMEAL BREAD MIX: 1 spot, 1 station, 1 market
KRAFT COTTAGE CHEESE: 5 spots, 4 stations, 3 markets
TIP TOP BAKED GOODS: 3 spots, 2 stations, 3 markets

GOEFFREY WADE ADV.
ALKA-SELTZER: 2 spots, 1 station, 1 market

WAYNE, TUCKER & CO., ATLANTA
CREOMULSION COLD REMEDY: 1 spot, 1 station, 1 market

WARWICK & LEGLER
EX-LAX LAXATIVE: 2 spots, 1 station, 1 market

WEISS & GELLER
BON AMI: 2 spots, 2 stations, 2 markets

YOUNG & RUBICAM
BORDEN'S ICE CREAM: 1 spot, 1 station, 1 market
BORDEN'S MILK: 8 spots, 3 stations, 1 market
BUFFERIN: 1 spot, 1 station, 1 market
GULF PRODUCTS: 1 spot, 1 station, 1 market
NORTHERN PAPER PRODUCTS: 3 spots, 2 stations, 2 markets
SANKA COFFEE: 1 spot, 1 station, 1 market
SNIDERS PRODUCTS: 4 spots, 3 stations, 3 markets
TAYSTEE BREAD: 3 spots, 2 stations, 2 markets

abuse of the word "doctor" in radio and tv commercials.

AMA sponsored a secret May 19 meeting of media, advertising and pharmaceutical groups at which the white-coat technique was an issue [ADVERTISERS & AGENCIES, May 26].

Most of the complaints about white-coat advertising referred to NAB code officials are understood to have involved Carter products and Anacin. NAB and AMA have maintained a liaison on advertising claims since the code was adopted. At times, AMA has pointed out what it considered objectionable commercials.

In a new code paragraph on subliminal perception, the NAB Tv Board approved an amendment proposed by the Tv Code Review Board, of which Roger W. Clipp, Triangle Stations, is chairman. The new language reads:

"The use of the television medium to transmit information of any kind by the use of the process called 'subliminal perception', or by the use of any similar technique whereby an attempt is made to convey information to the viewer by transmitting messages below the threshold of normal awareness, is not permitted."

U. S. Steel Puts Faith in Army In Shooting Topical Film Spot

The United States Steel Corp. is taking a calculated risk on a three-minute tv film commercial in the expectation that one of the top news events in the Army's guided missile program will proceed as scheduled June 30-July 1. The event is the two-day "Project Ammo" demonstration, which is expected to result in widespread tv radio-newspaper coverage. An institutional commercial being produced for U. S. Steel by Transfilm Inc., New York, will depict the event and in spot-news style, will refer to "Project Ammo" as occurring "yesterday." The commercial is set for presentation on CBS-TV's *United States Steel Hour* July 2. If an "Act of God" blocks the Army's demonstration, the commercial undoubtedly will be scrapped and another film substituted.

Maj. Gen. Sam C. Russell, commanding general of the U. S. Army Air Defense Center, permitted a Transfilm crew to shoot a run-through of the event last week on location. The actual missile launching will be stock footage, but new close-ups of the devices and preparations for the launching will be shown. Gen. Russell will appear in the commercial, which deals with the role of the steel industry in the guided missile program. The agency for U. S. Steel is BBDO, New York.

GE Renews 'Theatre' on CBS-TV

General Electric Co. has renewed *General Electric Theatre* (Sunday, 9-9:30 p.m.) on CBS-TV for a fifth season. The show will have several changes in 1958-59 season, with one week out of every month devoted to half hour "specials" as distinguished from regular dramatic shows. Another innovation will be use of material from Paramount Pictures literary stockpile of more than 500 stories. A third change will be the introduction of "live" music on the show. Agency for GE is BBDO.

GM PARES TELEVISION BUDGET

- **Decision on 'corporate' ads to cost tv $4.5 million**
- **Billings lost to MJ&A; 'Wide, Wide World' not renewed**

GM'S CORPORATE LOGO

RECESSION CASUALTY FOR TV

General Motors Corp.—the world's largest advertiser with more than $160 million in billing—last week decided that "institutional advertising" was an unnecessary luxury in times of economic recession and has yanked $4.5 million out of tv in "corporate" sponsorship.

While it won't renew *Wide, Wide World* on alternate Sundays, which had been rescheduled on NBC-TV next season from 4:30-6 p.m. to 5-6 p.m. (the idea for shrinking it to a 60-min. program coming from GM and not NBC), GM stays in tv so far as its various auto divisions go. Buick, through McCann-Erickson, will sponsor a number of Bob Hope programs on NBC-TV; Oldsmobile, through D. P. Brother & Co., will pick up Patti Page and some Bing Crosby programs on ABC-TV; Chevrolet will stick with the *Dinah Shore Chevy Shows* on NBC-TV and Pontiac will pick up a tentative six specials, four on CBS-TV and two on NBC-TV. Still to be decided: to what extent, beyond automobile "introduction time," the GM divisions will use tv spot.

The decision to cancel most, if not all, GM institutional advertising (in all media) was reached late Tuesday at a Detroit meeting of top GM brass. While no NBC-TV officials were on hand to hear the bad news, two high-echelon admen—Ernest A. Jones, president, and Henry G. Fownes, New York, vice president of MacManus, John & Adams—sat in on the conference. MJ&A became GM's agency for tv institutional advertising last fall.

MJ&A loses more than $4.5 million from 1958 billing; Pontiac earlier this year canceled its tv spot schedules—estimated at $2 million—and is slated to cut back its print advertising for the 1959 model as well.

Wide, Wide World premiered on NBC-TV Oct. 16, 1955, under the aegis of then-president Sylvester L. (Pat) Weaver Jr. Until last season it was basically a vehicle for such GM divisions as Delco-Remy and United Motor Service Divs. (Campbell-Ewald) and A. C. Spark Plug and Guide Lamp Divs. (D. P. Brother). The only GM auto division on *WWW* was Pontiac during the series' second season. In October 1957 *WWW* became a showcase for all GM cars and services.

GM's corporate retreat from tv caught many industry officials by surprise in that it had seemed a "sure bet" that *WWW* would alternate with Robert Saudek Assoc.'s *Omnibus* next fall on NBC-TV. Status of the latter show is still being determined, NBC-TV Programming Vice President Robert F. Lewine said Thursday afternoon. It has been reported that CBS-TV would like *Omnibus* to return to that network.

It also was learned that MacManus, John & Adams, which principally serviced an NBC-TV "package," had been proposing some show ideas of its own to GM. One major proposal: that GM switch from afternoon programming to nighttime, thus being assured of greater audiences. Another: that GM air a series of "specials" in the style of last November's *50th Anniversary Spectacular*. But GM, which had already earmarked a tv budget of $40 million for the 1959 model line (excluding spot and *WWW*) regarded these proposals as economically unsound at this time.

The reason is apparently quite simple: where GM divisional budgets are predicated on future unit sales—roughly $35 per auto sold—the corporate budget (administered through the public relations department) is basically allocated on a "left-over" basis. With GM and other carmakers more concerned now with moving the product out of the dealer's showroom than in building "community-dealer relations," it would seem that any "left-overs" might be kept aside for the divisions should they encounter tough sledding next year. (GM in 1957 did away with co-op dealer advertising, funneling these funds into an "emergency fund" which was left untouched.)

Both Ford Motor Co. and Chrysler Corp. have to all intent and purposes dropped corporate tv salesmanship. Ford two seasons ago bowed out of network tv by dropping NBC-TV's *Producers Showcase*. Chrysler last month pulled out of *Climax!* on CBS-TV and seems unlikely to return with such an outlay next season.

GM's revised *modus operandi* for tv is for its various agencies to estimate the 1958-59 ad budgets to a low index, so that should Detroit sales shift into high, additional monies may be allocated rather than curtailed, as was the case last year.

Though MJ&A's GM account billings have shrunk, the agency will sink an estimated $3 million into a six program spread. Having already signed humorist Victor Borge to an exclusive Pontiac contract calling for three shows in that many years —at a tab of $675,000—Pontiac will place its first 60-minute program Oct. 15, its second with Mr. Borge in November, a Mary Martin *Rodgers & Hart Songbook* produced by Leland Hayward in December and a Phil Silvers *Intimate Review* in January—all on CBS-TV. Perry Como's Roncom Productions Inc. will package two NBC-TV programs, slated for February and

March. Should sales gain, MJ&A is ready to add two additional specials in April and May.

With GM out of institutional tv, speculation renewed on what the intentions are of the remaining tv institutional advertisers. Spokesmen for J. M. Mathes Inc., Union Carbide Co. agency, Thursday noted "they were completely up in the air" concerning *Omnibus* renewal and hinted there would be some "second thinking" now. UCC, like Monsanto Chemical Co. (which drastically cut back its sponsorship of CBS-TV's *Conquest*), provides a number of chemicals and raw materials used by Detroit automakers. So does Aluminum Ltd., the other *Omnibus* sponsor which, through J. Walter Thompson Co., likewise has yet to reach a decision.

In the past few years a number of institutional tv advertisers have put more hard sell into their sponsorship by (a) promoting specific products rather than services as in the case of Aluminum Co. of America which dropped the institutional *See It Now* on CBS-TV for the consumer-oriented *Alcoa Playhouse* on NBC-TV, and (b) dropping network tv for network radio segmentation and tv spot in the manner of Dow Chemical Co., which canceled *Medic* on NBC-TV and went into tv spot on behalf of Saran Wrap. E. I. DuPont de Nemours, on the other hand, a sometime spot user, dropped the "little show" concept (30-minute *Cavalcade of America* on ABC-TV) for the "big show concept" (90-minute *DuPont Show of the Month* on CBS-TV) but is pushing specific DuPont-made products. The chemical combine has renewed on CBS-TV as has U.S. Steel Corp, which too is paying more attention to consumer-slanted copy, for *U. S. Steel Hour*.

MJ&A became GM's agency for tv institutional advertising last fall, though Kudner Agency—until this spring the major GMC agency—had been assigned the GM 50th anniversry show previously.

New Armour Ad Post for Skillin

Armour & Co., Chicago meatpacker, has announced the promotion of Kenneth L. Skillin from general manager of advertising and sales promotion for food to national advertising director, with responsibility for all product divisions. He will coordinate advertising for meat, soap (Dial), chemical and other products in all media, including television in which Armour last year spent an estimated $4.3 million (most of it in network). Coincident with Mr. Skillin's appointment are the elimination of separate advertising departments for each product category and the establishment of product managers, an Armour spokesman said.

Drugs Spend More in Radio-Tv

Drug and toiletries advertising expenditures rose 14% in 1957, according to *Drug Trade News*, a trade journal. It reported drug and toiletries manufacturers spent $475,411,000 in consumer advertising last year of which $168,880,000 (18.5% increase) was in network tv; $88,665,000 (15.9% increase) in spot tv; $27,046,000 (25.2% increase) in spot radio, and $22,080,000 (9.7% decrease) in network radio.

NCS-3 Tv Set Data Ready to Go This Week

The A. C. Nielsen Co. plans to distribute Nielsen-Art county-by-county tv set ownership data to clients this week.

The county data prepared by A. C. Nielsen in conjunction with the Advertising Research Foundation is part of a schedule for eventual distribution of Nielsen Coverage Service No. 3 later this summer. The next portion of NCS No. 3 to be published will be complete station reports. Circulation reports will follow, with all data slated to be in the hands of subscribers by the end of August.

The coverage studies measure and report by counties throughout the U. S. both the locale and intensity of established station and network audiences. They differ from other Nielsen services which measure individual program audiences or ratings achieved by individual broadcasts. First NCS was mapped out in 1951 at the request of advertiser, agency, network and station clients, and the first overall county-by-county measurement of radio and tv set ownership, station coverage and circulation was released in the spring of 1952. Four years later NCS No. 2 was issued. NCS No. 3 is limited to tv only.

Field work for NCS No. 3 started in mid-February and ended last April with analysis and computation following in May and June. According to Nielsen, No. 3 ended up with more than 200,000 ballot responses, which it characterizes as an "all-time high in total sampling used for a tv coverage study." The mail ballot response was near 75%. Pre-publication subscribers in NCS No. 3 include 38 advertising agencies, five advertisers, 105 tv stations and the three tv networks.

The studies are designed to provide measurement of daily, weekly and monthly audience coverage of tv stations and networks, and to answer such questions as the size of a station's market (including number of homes and how many have tv); the number of families listening to a given station or network; location of the families (county-by-county or by county group); the frequency that the families listen and what other frequencies and how well tv stations serve a given market.

Radio Image Must be Upgraded, M-E's Davis Tells Californians

Just as advertisers are trying to upgrade the product or brand image with the public to create a favorable sales atmosphere, so station salesmen should try to upgrade the radio image held by agencies if they want radio to get a greater share of the advertising dollar, Paul Davis, media director of McCann-Erickson, Los Angeles, told Thursday's luncheon meeting of Southern California Broadcasters Assn.

Too often, agency people don't think too highly of radio, he stated, because of Top 40 programming ("which doesn't seem to deliver the kind of audience most agencies are looking for and even if it isn't as widespread as it is thought to be isn't doing radio any good"), the boredom factor (created by all stations sounding alike), overcommercialization (leading to doubts that a commercial can be created which would stand out and sell in competition to its partners in a triple-spot situation) and selling below rate card (which only helps to downgrade radio).

Mr. Davis urged broadcasters to upgrade radio image by putting more imagination and freshness into their programming, by being "a little less greedy" and by sticking to their rate cards.

Fred Ruegg, general manager, KNX Los Angeles and CRPN, was elected chairman of SCBA for the coming year. Other new officers: vice chairman, Ernest Spencer, KWIZ Santa Ana; secretary, Herb Comstock, KAVL Lancaster; treasurer, Cliff Gill, KBIG Avalon. Elected directors: Felix Adams, KLAC Los Angeles; Norman Ostby, Don Lee Broadcasting System; Robert Purcell, KWFB Los Angeles; Calvin Smith, KFAC Los Angeles. Loyd Sigmon, KMPC Los Angeles, retiring chairman of SCBA, automatically becomes a board member for the coming year.

BROADCASTERS *meet with Nielsen executives in a pre-publication session on NCS No. 3-Tv. Clockwise: Leonard DeNooyer, CBS; George Blechta, A. C. Nielsen; Richard Allerton, NAB; Hugh Beville, NBC; Jay Eliasberg, CBS; Warren Cordell, Nielsen; Ingrid Kildegaard, Advertising Research Foundation; Al Lehman, ARF; Lee Aarons, Television Bureau of Advertising; John Churchill, Nielsen, and Tom Coffin, NBC.*

KELLOGG MONEY: WHITHER BOUND?

- **ABC presentations cause further thought on shift to spot**
- **Kellogg-Burnett considering network-spot combination**

Network and spot forces were still battling at Battle Creek last Thursday over $7.5 million Kellogg cereal advertising dollars.

On Monday, Leo Burnett Co. called a meeting of Chicago station representatives and announced Kellogg had decided to place that amount into spot television. The client, agency media executives told representatives, was prepared to go along with a sponsor-supplied film placement plan encompassing individual station discounts of 20% to 30%.

By mid-week, however, "new developments had arisen" and Kellogg-Burnett were busy reappraising the whole picture, after fresh ABC-TV presentations involving the network's current children's adventure strip.

In the balance is not only the Kellogg decision but the future of a formula devised by members of the Station Representatives Assn.'s Chicago group. It suggests rate card revisions by stations to include package rates for bulk program time purchases. Its backers feel such a plan, with varying discounts based on the number of film shows advertisers place in a week under the "program contribution" technique, will appeal to other national advertisers. As in the case of Kellogg, clients would provide their own half-hour syndicated properties for multi-weekly use [STATIONS, June 16].

One proposal under study by Burnett Thursday, it's understood, was a combined network and spot program, with Kellogg retaining a similar children's strip on ABC-TV in about 75 or 80 (mostly smaller) markets and buying spot in 15-20 others (including the larger metropolitan cities). ABC-TV's emphasis on cost efficiency factors—and a selected, flexible station lineup—was reported to be getting serious consideration at the agency.

Spot proponents pointed out, however, that even if this development materialized, spot television would stand to gain appreciably in terms of dollar volumes.

Peters, Griffin, Woodward was known to have made a separate sales presentation—both to Burnett media and Kellogg representatives—designed to compare the relative advantages and disadvantages of network vs. spot in certain time segments, including the present Monday-Friday 5-5:30 p.m. strip on ABC-TV. Kellogg now sponsors a children's strip of *Superman, Sir Lancelot, Wild Bill Hickok, Woody Woodpecker* and *The Buccaneers* in that segment, giving the client a different program identification each day.

One of the points at issue, it's understood, is whether Kellogg could obtain clearance from ABC-TV of the 6 p.m. period on the West Coast; it's reported the network was prepared to guarantee such clearance.

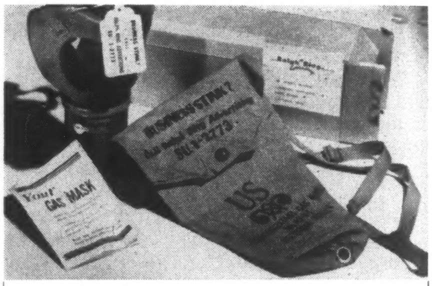
Under the original spot formula submitted by SRA-Chicago members and presented by Burnett to Kellogg, five individual programs were not necessarily dictated. One suggestion lineup, it was understood, included two weekly *Hickoks,* one *Superman* and *Woodpecker* and a series of Tom & Jerry cartoons.

The original formula, which suggested discounts of 20%, 25% and 30% for three, four and five programs per week, respectively, was understood to be flexible and tentative. Thus Kellogg conceivably could place as few as one or two shows per week on any given station and still realize benefits from the spot tv formula—provided stations would go beyond their previous verbal agreements to adjust rates as indicated in the SRA-Chicago station survey.

It's emphasized that the formula is not binding on stations, including those belonging to SRA, but was offered as a working plan to benefit spot tv business in general. As such, it could be modified into a more concrete working formula as a guide for stations in the process of reappraising their rate cards to cover bulk program time-buys as well as participations.

About 80% of the 185 stations contacted in the survey—represented by Blair-Tv and Blair Television Assoc.; Peters, Griffin, Woodward; Weed Television; Adams Young Inc., and The Katz Agency—indicated initially they would clear time between 5 and 7 p.m. and were agreeable to the rate concept, or a variation thereof.

The Burnett agency told representatives Monday that Kellogg had approved the spot formula in principle and that it would work out the mechanics in the next two weeks before seeking availabilities. It was reported at that time that Kellogg would place a series of programs in 171 top markets—that it would buy 30-minute segments on a one to five day per week basis on any given station, depending on the market. By buying 171 markets, Kellogg thus planned to cover about two-thirds of all U. S. tv homes.



TAKING advantage of the business recession of past months, the Ralph Bing Adv. Co., Cleveland, Ohio, mailed more than 1,000 Army surplus gas masks to present and prospective clients. The message: "Business Stink? Call Ralph Bing Adv. at Superior 1-2773." The mailing contained a canister, filtering chemicals, mask, instruction book and canvas carrying bag. The stunt was so successful that Bing plans to send periscopes this month with this message: "Hope business is looking up."

Burnett media representatives at one time were understood to be thinking in terms of perhaps the top 30 or 40 markets for five-a-week, another 30 or 40 for four-a-week, and so on down the line.

The spot campaign was to have gone into effect about Sept. 29, but Ralph P. Olmstead, Kellogg vice president in charge of advertising, said last Wednesday that "no definite decision has been made yet" and that "a new situation developed."

Burnett people huddled not only with Kellogg but ABC-TV and station representatives a good part of last week. Involved in negotiations at Burnett are Roy Lang, vice

COLORCASTING®

The Next 10 Days of Network Color Shows (all times EDT)

CBS-TV

Colorcasting schedule suspended for summer.

NBC-TV

June 23-27 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

June 23 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel and RCA Victor through Kenyon & Eckhardt.

June 24, July 1 (8-9 p.m.) *The Investigator,* RCA-Whirlpool through Kenyon & Eckhardt and Liggett & Myers through McCann-Erickson.

June 25, July 2 (9-10 p.m.) *Kraft Mystery Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

June 26 (7:30-8 p.m.) *Tic Tac Dough,* Warner-Lambert through Lennen & Newell and RCA Victor through Kenyon & Eckhardt.

June 26 (10-10:30 p.m.) *The Price Is Right,* Lever Bros. through J. Walter Thompson Co.

June 28 (8-9 p.m.) *Bob Crosby Show,* participating sponsors.

June 29 (7-7:30 p.m.) *Noah's Ark,* sustaining.

June 29 (8-9 p.m.) *Steve Allen Show,* U. S. Time through Peck, Greyhound through Grey and S. C. Johnson & Son through Needham, Louis & Brorby.

June 29 (9-10 p.m.) *Chevy Show,* Chevrolet.

June 30 (7:30-8 p.m.) *Haggis Baggis,* sustaining.

stereophonic

Detroit is listening to a new sound!

Michigan's result-producing independent radio station is now first and only with regularly scheduled *stereophonic sound*—a new world of listening pleasure! The superb mike-side fidelity of this dimensional sound is capturing the attention and enthusiastic endorsement of all Detroit.

WJBK's added *acceptance bonus* captures a greater measure of this vast market of millions . ... WJBK—first in news, music and sports—now in modern sound!

"Famous on the local scene"

WJBK

THE MODERN SOUND OF RADIO IN
DETROIT

Represented by THE KATZ AGENCY, INC.

STORER BROADCASTING COMPANY

Storer Radio

WJBK	**WSPD**	**WJW**	**WIBG**	**WWVA**	**WAGA**	**WGBS**
Detroit	Toledo	Cleveland	Philadelphia	Wheeling	Atlanta	Miami

To sell Indiana,
you need both
the 2nd and 3rd
ranking markets.

**NOW
ONE BUY**

delivers both—

**AT A 10%
SAVINGS!**

YOU NEED TWO TO TUNE UP sales in Indiana!

In this rich, diversified interurbia, automotive manufacturing is only one of many reasons for bulging purses. Fertile farms and varied business each contribute their share. Over 1.6 million population—$2.8 billion Effective Buying Income! There are two major markets in this live sales sector—South Bend-Elkhart and Fort Wayne. You can cover *both* from within, with *one* combination TV buy, and save 10%! Add Indianapolis—get *all* the best in just *two buys!*

MICHIGAN
OHIO
South Bend-Elkhart
INDIANA
Fort Wayne
○ "A Coverage"
▨ "B Coverage"
● "Fringe"

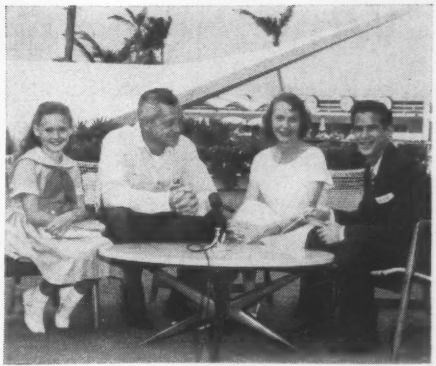
call your **H-R** man now!

wsjv 28 SOUTH BEND ELKHART ABC

wkjg 33 FORT WAYNE NBC

president and broadcast representative on Kellogg; Dick Coons, media group supervisor, and Joe Hall, timebuyer. Leonard S. Matthews, vice president in charge of media, and Tom Wright, manager of the media department, are in charge of overall planning.

Representatives offering the SRA-Chicago formula include Harry Smart, Blair-Tv and head of the SRA spot development committee; Arthur Stringer Jr., Blair Television Assoc.; George Lindsay and Edward Podolinsky, Weed Television; Al Parenty, Adam Young; William Condon, The Katz Agency, and Arthur Curtis, Peters, Griffin, Woodward.



FLORIDA Gov. LeRoy Collins and his wife had two young callers when the stars of a series of commercials for the *Big Story* over WCKT (TV) Miami paid them a visit. The commercials, produced by Bishopric/Green/Fielden Inc., Miami, for the *Miami Herald*-sponsored show, are designed to illustrate how the newspaper influences the activities of a typical Miami family of which the children are members. The governor appears in one commercial being interviewed by the youngsters for their school paper.

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

SWEEPSTAKES PURSE • Canada Dry Corp., through J. M. Mathes Inc., both N. Y., is placing its second annual "Silver Dollar Sweepstakes" promotion this summer via radio-tv and other media. Co-op funds will go to local bottlers for radio-tv spot drives (one-minute radio, 20-second tv spot) in 100-150 markets July 8-Aug. 30, and Canada Dry also will participate on a 130-station lineup on NBC-TV's *Today* July 21-Aug. 22.

COOL MILLION • Remco Industries Inc. and American Character Doll Corp., both through Webb Assoc., N. Y., are placing approximately $1 million in spot tv in over 60 markets for 13-week campaign starting in fall.

ETERNAL VARIETIES • H. J. Heinz Co., Pittsburgh, has ordered 52-week participation contract with NBC-TV, billing $2.5 million gross in number of daytime shows starting this September. Deal was set through Maxon Inc.

ANTI-ANTS • Scott Paper Co., Chester, Pa., is launching all-radio campaign for Cut-Rite wax paper on 296 stations just before July 4 holiday-picnic weekend. J. Walter Thompson Co. is saturating CBS and independents, covering 202 cities at cost exceeding $60,000. Thomas B. McCabe Jr., Scott advertising director, believes this is most intensive such campaign that firm has ever sponsored.

HALF MILLION WEEK • New business for CBS Radio last week came to $500,000, as announced by network Sales Vice President John Karol. New purchases were by Standard Brands' Chase & Sanborn coffee (Compton Adv.) and Royal Gelatin desserts (Ted Bates); Sterling Drug's Bayer aspirin (Dancer-Fitzgerald-Sample); Dr. Peter Fahrney Sons' proprietary drugs (Bozell & Jacobs), and Home Insurance Co. (Albert Frank-Guenther Law Inc.). Involved are daytime participations and Douglas Edwards nightly newscasts.

NEW TRIO • ABC-TV recorded three new daytime contracts last week by Eastco Inc., Johnson & Johnson and National Biscuit Co. Carter Products has renewed its daytime program schedule on *American Bandstand*. Agencies are Lennen & Newell for Eastco; Young & Rubicam for J&J; Kenyon & Eckhardt for Nabisco, and Sullivan, Stauffer, Colewell & Bayles for Carter.

NBC-TV'S DAY • Three advertisers have bought total of 72 participations on NBC-TV's *Today* (Mon.-Fri. 7-9 a.m. EDT) and *The Jack Paar Show* (Mon.-Fri. 11:15 p.m.-1 am.) in past two weeks. Highlighting sales effort was purchase of 30 participations on *Today* and 30 participations on *Paar* by Stephan Distributing Corp. (hair products), Fort Lauderdale, Fla., through Cunningham & Walsh, N. Y. In addition, Aldon Rug Mills, N. Y., and Drexel Furniture, Drexel, N. C., both through Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, have ordered, respectively, six participations of *Today* and one on *Paar*, and five participations on *Today*.

Tv Ads Serve Constructive End, Chicago Visual Conference Told

Despite examples to the contrary, television advertising is done "with constructive aims of selling useful products," a research specialist told a visual communications' conference in Chicago.

The view was expressed by Dr. Sidney J. Levy, director of psychological research of Social Research Inc., in a talk June 13 on "Television Symbols of Substance, Source and Sorcery." The conference was presented by the U. of Chicago's University College and sponsored by the Chicago Art Directors Club and Society of Typographical Arts.

"Although viewers complain plentifully about commercials, they rarely express conviction that advertisers are a dishonest group, or that they are continually subjected to commercials which distort or deceive them," he asserted. "This complaint is most likely to come from upper middle class people and intellectuals who strive to defend their individuality against persuasion and who . . . assert the responsibility of mass communications to do something about [the materialistic side of American culture]."

Among others speakers at the two-day conference in the Congress Hotel were Suren Ermoyan, senior vice president and visual director, Lennen & Newell; Louis Cheskin, head of Color Research Institute; Pierre Martineau, research director, *Chicago Tribune*, and Leo Rosten, author-lecturer and member of *Look* magazine's editorial board.

LATEST RATINGS

ARB

TOP 10 NETWORK PROGRAMS

Tv Report for May

Rank		No. Viewers (000)
1.	*Gunsmoke*	47,010
2.	*Perry Como*	39,790
3.	*Tales of Wells Fargo*	39,190
4.	*Have Gun, Will Travel*	36,440
5.	*Danny Thomas*	35,380
6.	*I've Got a Secret*	34,650
7.	*Wagon Train*	34,630
8.	*Father Knows Best*	33,990
9.	*Restless Gun*	33,190
10.	*Wyatt Earp*	31,470

Rank		Rating
1.	*Gunsmoke*	46.8
2.	*Tales of Wells Fargo*	39.9
3.	*I've Got a Secret*	36.9
4.	*Restless Gun*	36.8
5.	*Father Knows Best*	36.5
6.	*Have Gun, Will Travel*	35.2
	Perry Como	35.2
8.	*Red Skelton*	34.4
9.	*Price Is Right*	34.2
10.	*Danny Thomas*	33.3

Copyright 1958 American Research Bureau

BACKGROUND: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Perry Como Show (NBC-163): participating sponsors, Sat. 8-9 p.m.

Father Knows Best (NBC-105): Scott Paper (JWT), Wed. 8:30-9 p.m.

Gunsmoke (CBS-161): Liggett & Myers (D-F-S), Remington Rand (Y&R), alterternating, Sat. 10-10:30 p.m.

Have Gun, Will Travel (CBS-125): Lever Bros. (JWT), American Home Products (Bates), alternating, Sat. 9:30-10 p.m.

I've Got a Secret (CBS-198): R. J. Reynolds (Esty), Wed. 9:30-10 p.m.

Price Is Right (NBC-118): participating sponsors, Mon.-Fri. 11-11:30 a.m.

Restless Gun (NBC-107): Warner-Lambert (SSC&B), Mon. 8-8:30 p.m.

Red Skelton Show (CBS-190): Pet Milk (Garner), S. C. Johnson & Son (FC&B), Tues. 9:30-10 p.m.

Tales of Wells Fargo (NBC-147): Buick (M-E), American Tobacco (SSC&B), Mon. 8:30-9 p.m.

Danny Thomas Show (CBS-158): General Foods (B&B), Mon. 9-9:30 p.m.

Wagon Train (ABC-152): Lewis Howe (M-E), Drackett (Y&R), Edsel (FC&B), Wed. 7:30-8:30 p.m.

Wyatt Earp (ABC-103): General Mills (D-F-S), Procter & Gamble (Compton), Tues. 8:30-9 p.m.

Why they decide on film / live commercials

Are live commercials better than film? Are film commercials better than live?

You can get good arguments from advertising agencies for both sides. Some like their spots delivered by local personalities. Others prefer films. Still others use both, depending on stations and circumstances.

With all the uncertainty and variety of answers usually produced by informal contacts, BROADCASTING decided to clear the atmosphere by going directly to leading agencies. A survey was conducted, yielding a total of 129 usable questionnaires.

The study showed that three out of every five advertising agencies use more filmed spots than live commercials in their tv campaigns. These agencies agree, however, that live spots offer many important advantages (see complete results below).

Figures showing the reasons agencies select either live or film spots are broken down by first, second, third and fourth choices. This procedure supplies a broad insight into the thinking that lies behind agency decisions.

In showing a preference for filmed spots, 29% of agencies specified "guaranteed performance" as their first reason; 21% mentioned "accuracy insured"; 17% named "flexibility of production," and 17% cited "assurance of identical commercials in all markets."

The opportunity of using popular local personalities dominated the thinking behind selection of live spot commercials—53% of the responding agencies giving this as their main reason. One out of six agencies based the choice of live rendition on the "sense of immediacy" obtained and one out of nine cited the opportunity to make last-minute copy changes.

About half (47%) of the agencies felt local personalities do a better job for the advertiser than films. Three out of five agencies said they prepare live and filmed commercials for different markets in a campaign for a particular account.

Five out of every eight agencies said they put supervisory people on the road when they buy live commercials on tv stations.

Only 23% of the responding agencies said they have confidence in the way live commercials are produced in at least three out of every five stations. The rest show varying degrees of doubt as to the calibre of live spot production at tv stations.

Advertisers do not play an overly important role in agency decisions to use live and/or film spots, the survey shows. Nearly half of the agencies report the client's influence as "not at all" or "slightly." A third describe the client's role as "50-50" and one out of six agencies say the client has "considerable" influence. Less than 1% of clients make the entire decision.

The results follow:

QUESTIONS, ANSWERS ON USE OF FILM/LIVE SPOTS

QUESTION 1: *What are your four main reasons for using films for spot commercials?*

	Reasons (% of Agencies) 1st %	2nd %	3rd %	4th %
FLEXIBILITY OF PRODUCTION	17.0	9.9	12.2	13.1
NO PROBLEM WITH PERFORMERS MISSING LINES	3.2	5.9	10.2	9.5
NO PRODUCTION PROBLEMS ONCE THE FILM LEAVES YOUR HANDS	9.6	11.9	16.3	19.0
ACCURACY INSURED	21.3	21.8	19.4	11.9
GUARANTEED PERFORMANCE	28.7	15.8	14.3	9.5
ECONOMY	3.2	6.9	9.2	11.9
PERSONALITY SELL ON NATIONWIDE BASIS	—	9.9	7.1	8.3
ASSURANCE OF IDENTICAL COMMERCIAL IN ALL MARKETS	17.0	17.9	11.3	16.8
	100	100	100	100

COMMENTS—Live commercials are often impossible for station to handle; no local announcer talent fees; flexibility of placement; top talent use of top-grade music; animation; some ideas cannot be presented live; time and program adjacencies; requires less aircheck; supervision important; repeat value and use on multiple stations; can obtain effects on film not possible live.

QUESTION 2: *What are your four main reasons for using live spot commercials?*

	Reasons (% of Agencies) 1st %	2nd %	3rd %	4th %
TAKE ADVANTAGE OF POPULARITY OF LOCAL PERSONALITY	52.7	15.6	15.7	13.1
FEEL A SENSE OF IMMEDIACY IN LIVE ANNOUNCEMENTS	16.5	14.6	11.1	9.8
CAN MAKE LAST-MINUTE COPY CHANGES	11.0	18.8	20.0	16.4
MORE SPONTANEITY IN LIVE COMMERCIALS	4.4	16.7	10.0	19.7
CAN ADAPT COMMERCIALS TO DIFFERENT MARKETS MORE EASILY	5.5	19.8	20.0	11.5
BELIEVE "ALL SALES ARE LOCAL," THEREFORE LOCAL PERSONALITIES SHOULD BE USED	2.2	5.2	11.1	11.5
FOR RESEARCH PURPOSES, TESTS OF DIFFERENT APPEALS CAN BE USED	1.1	4.2	4.4	8.2
FOR TEST MARKETS, DIFFERENT COMMERCIALS ARE USED	1.1	2.1	3.3	4.9
CHEAPER	5.5	3.0	4.4	4.9
	100	100	100	100

COMMENTS—Economy (mentioned by 21 respondents); more convincing demonstration as with Polaroid and Timex; speed; usually able to get longer commercial as announcers drag it out, ad lib; actual demonstration; faster adaptability; client's sales force can better merchandise good local personality; live quality far surpasses film; production techniques such as slide-on-slide supers, matched dissolves, sound on tape, film clips, etc., are far more effective and flexible than film; limited schedule doesn't warrant expensive productions; effective for local clients; more believability; easily adapted to various station personalities.

QUESTION 3: *What percentage of all spot commercials prepared by your agency would you say are live?*

% of Live Commercials	% of Agencies
0-5 %	14.4
5-10	13.6
10-20	12.0
20-40	19.2
40-60	12.0
60-80	13.6
80-100	15.2%
	100%

QUESTION 4: *In a recent survey among tv stations, 95% had three or more local personalities whom they can use for live national spot announcements; many of the stations surveyed believe that local personalities will do a better job for an advertiser than film. Do you agree or disagree?*

	% of Agencies
AGREE	47.1%
DISAGREE	52.9%
	100%

COMMENTS—Choosing live or film is a matter of casting commercial to product; the quality of live commercials is sometimes so low as to be incredible; local personalities do not have the salesmanship of network personalities; the glamour of a big-time announcer adds prestige to a product; until girls are allowed to remove their clothes while spieling, only the top personalities can beat film from a really good film agency; I question the "95% with three or more local live shows (personalities)"; most local stations are sharper on production than given credit for; many local personalities are not up to a first-rate polished job; live commercials without agency supervision are seldom successful; it depends on personality; particularly effective for kid appeal; many live personalities do an outstanding job; the few good personalities can deliver a better job but there are so many really poor ones; if an advertiser's field representative or agency can work with a local personality and even get him a talent fee, you will get advertising and personal handling which will far surpass a cold film commercial especially if he has a powerhouse station production crew; a combination of live tie-in and film causes a fine remembrance factor; local announcer plugs so many products he loses credibility.

QUESTION 5: *For a given account, do you ever prepare live commercials for one market and filmed commercials for another?*

	% of Agencies
YES	61%
NO	39%
	100%

COMMENTS—Markets where we personally control live production; quality of local talent; size of account plus space used; test areas, local personalities, budget; product distributors; film is flat, ineffective; will use live where we feel the station will take a personal interest; will always use live locally since we can make it really sit up and talk whereas film production is big, useless hassle; strength of local personalities, price variation; some need agency supervision making it necessary to provide films in markets away from our area; ability of local talent coupled with sales sense; timeliness or special events; local conditions peculiar to market.

QUESTION 6: *When you do buy live commercials on tv stations, is it your agency's practice to send supervisory people on the road?*

	% of Agencies
YES	62.4%
NO	37.6%
	100%

COMMENTS—Sometimes to inject enthusiasm, understanding of product, problems product has, concept behind campaign; if only for goodwill; depends on budget; only where definite direction is absolutely needed; on a long-term contract; standardizes production; depends on distributor's monitoring; only for the first program; we believe this is a "must"; too costly; only for tricky production.

QUESTION 7: *How many stations do you have confidence in as producers of your live spot commercials?*

Have Confidence in Stations	% of Agencies
UP TO 5%	8.7%
5-10	7.7
10-20	11.5
20-40	22.1
40-60	26.9
60-80	14.4
80-100	8.7
	100%

QUESTION 8: *To what extent do your clients influence the agency's decision as to live or filmed spot announcements?*

Extent of Influence	% of Clients Influencing Agencies
NOT AT ALL	11.2%
SLIGHTLY	36.8
50-50	33.6
CONSIDERABLY	17.6
CLIENT MAKES ENTIRE DECISION	0.8
	100%

Gage/Booth & West Created By California Agency Merger

C. B. Juneau Inc., Beverly Hills, Calif., has merged with Allen & Marshall, Los Angeles, to form Gage/Booth & West Inc., Ray Gage, former president of Juneau has announced.

Mr. Gage is president of the new company. C. A. Booth and Herbert M. West, former Allen & Marshall officers, become executive vice president and secretary-treasurer of G/B&W, respectively.

Other appointments: Ted Baillie has been named vice president-account supervisor; Ed Bodine, vice president-industrial division head; Anona D. Hansen, print media vice president. All formerly were associated with Juneau. Jack Duff and Betty Meade, formerly with A&M, have been appointed marketing vice president and radio-tv vice president, respectively.

Gage/Booth & West is at 8447 Wilshire Blvd., Beverly Hills. Telphone: Olive 3-1770.

Shepard Lists 9 Ways To Motivate Consumer

If you want to devise commercials that will sell, marketing campaigns that will put over a new product or push an old one to new sales heights, forget recognition and recall tests, like and dislike comparisons and go back to Freud, Pavlov and the great military strategist Clausewitz, Al Shepard, executive vice president of the Institute for Motivational Research, said last Monday. Speaking at the biweekly luncheon of the Hollywood Ad Club, Mr. Shepard presented nine guides to marketing strategy in today's ever changing consumer climate:

1. Consumer identification—Communication is a two-way street. The successful commercial sets up an interaction between itself and the viewer or listener, an element of identification that convinces him it's talking to people like him, an element of participation that gets him to enter into the commercial.

2. Integration—All elements of the commercial should pull together, not oppose each other.

3. Inter-relation — Each commercial should be related to all others in the continuing campaign, to the commercials for other products in the company's line and to commercials for competing products and to all the commercials to which the viewer-listener is exposed.

4. Activation — The commercial must trigger a desire that can be satisfied only by purchase of the product, rather than leave the viewer-listener satisfied as a spectator only.

Those are the four prime factors of effective communication, Mr. Shepard said. They can be amplified by the following five points:

5. Marketing strategy is a unique thing. The exactly right strategy for one product may be just as exactly wrong for another similar product. It can't be copied; it must be originated for the particular product to be sold.

(Mr. Shepard illustrated this point with the story of Pepsodent's I.M.P. campaign. A survey disclosed that most people thought I.M.P. was a government agency and, when asked about Pepsodent's advertised ingredient, recalled Irium, which had not been advertised for some years. The agency, Foote, Cone & Belding, took this information and developed the "wonder where the yellow went" campaign and put it primarily on radio, with spectacular results.)

6. Define your market target. Pinpoint, don't scatter your shot.

7. Anticipate changes. Watch for emerging trends. Motorists' dreams of driving sporty convertibles while buying sedate sedans, revealed in 1941, led auto makers to develop today's big selling hardtop convertible. Housewives' desire for cereals that would provide essential protein to the diet of their husbands and children led to Kellogg's Special K and others of that type.

8. Discover your own weaknesses and exploit them yourself by introducing new products before someone else does, as General Foods did with Sanka coffee.

9. Coordinate all channels of communication—advertising, public relations, publicity—to pull together and not to work against each other.

In presenting his nine points, Mr. Shepard emphasized that these are guides, not rules, and that they are intended to serve as stimuli to creative thinking, to be "springboards, not straitjackets," and in no way to replace the judgment and imagination which combine to create the best advertising.

BENTON & BOWLES will be Benton vs. Bowles this week. Both William Benton (l) and Chester Bowles are candidates for the Democratic nomination for the U. S. Senate from Connecticut, to be decided at the Democratic convention Friday and Saturday in Hartford. Both have been active in politics since leaving B&B, Mr. Benton as a senator and Mr. Bowles as governor of Connecticut and ambassador to India. They organized B&B in 1929; Mr. Benton retired in 1936, Mr. Bowles in 1941. The agency founders faced constituents in a preconvention political debate on WTIC-TV Hartford.

Copeland, Garnitz Join Forces

Reorganization of Allan J. Copeland Adv. into Allan Copeland & Garnitz Inc., Chicago, effective July 1, was announced last week by the principals involved. Howard Garnitz, member of the Copeland agency, becomes vice president and board member of the new organization, which retains offices at 75 E. Wacker Drive. Copeland Adv. billed about $300,000 in the past 12 months, according to Mr. Copeland, a co-founder and past president of the Mutual (formerly Midwestern) Advertising Agency Network. Mr. Copeland started his advertising career with the old Lord & Thomas agency. Mr. Garnitz has been associated with several Chicago agencies as account executive. He will be primarily responsible for C&G new business activities.

REYNOLDS LEADS NETWORK PACK

- **TvB releases tv data showing 9% April jump over '57**
- **Top 15 spenders carry over from March blue-chip list**

R. J. Reynolds Tobacco's Winston cigarettes led the brands in network tv for April with a hefty gross time of $731,077. The cigarette firm's Camel also appeared among the top 15 (No. 11 spot) brand spenders.

A leading tv investor, Procter & Gamble, moving along at a near $4.5 million clip for several products in network television in April, placed three of them in the top 15 brands: Tide in second place, Gleem in 14th and Cheer in 15th.

These spending estimates of the top 15 brands were released for April by the Television Bureau of Advertising and are based on a report by Leading National Advertisers and Broadcast Advertising Reports.

Data includes also the top 15 network advertisers' gross billing estimates and the estimated expenditures of network tv advertisers by product classification.

These trends and developments in network television during April are highlighted:

- Increases were scored along the line in network tv advertiser gross investments (time charges) for April in both daytime and nighttime billing. All periods jumped at least 9% (Sunday and Saturday daytime billing went up 21%) for the month as against April of last year.
- Two automotive companies—Chrysler Corp. and General Motors—each figured in the listing of the top 15 brand spenders on behalf of two of their cars, while Ford Motor Co. entered its Ford passenger car as No. 5. GM was No. 2 network tv advertiser in April with a more than $2 million gross billing; Chrysler was fifth with over $1.6 million and Ford No. 12 with a little more than $1 million. The two GM brands: Chevrolet (No. 6 among the brands) and Oldsmobile (No. 8). For Chrysler: Plymouth (No. 4) and Dodge (No. 7).
- As in March, there were 12 advertisers in April (compared to 10 in February and 13 in January) that spent $1 million or more at gross rates for network tv time.
- The top 15 tv advertisers on the networks stabilized in identity from March to April, though ranks changed. The more-than-$1 million but less-than-$2 million per month class was led by Colgate-Palmolive.

Of interest in the automobile ad field: Plymouth, Ford, Chevrolet, Dodge and Oldsmobile were the only Detroit brand names listed in the top 15 and each followed the other in spending. The range was a high of $575,568 for Plymouth, which placed No. 4, and a low of $449,556 for Oldsmobile, No. 8 in the list. Difference in time purchases between these two: $126,012.

- Running nearly equal in share of network tv billing in April were two product categories, foods and toiletries; the former at the $8.8 million level, toiletries at $8.1 million. For the first four months, foods were in front by about $3 million. Second level in April (around $5 million) was made up of autos and soaps; third level (around $4 million) by smoking materials, medicines-proprietary remedies.

TOP 15 *By Company*

APRIL 1958

1. PROCTER & GAMBLE	$4,429,251
2. GENERAL MOTORS	2,037,069
3. COLGATE-PALMOLIVE	1,742,670
4. GENERAL FOODS	1,671,113
5. CHRYSLER	1,621,281
6. LEVER BROS.	1,614,766
7. R. J. REYNOLDS TOBACCO	1,454,553
8. AMERICAN HOME PRODUCTS	1,446,465
9. BRISTOL-MYERS	1,354,771
10. GILLETTE	1,181,987
11. KELLOGG	1,112,399
12. FORD MOTOR	1,054,572
13. LIGGETT & MYERS TOBACCO	889,959
14. AMERICAN TOBACCO	873,816
15. PHARMACEUTICALS INC.	844,879

TOP 15 *By Brand*

APRIL 1958

1. WINSTON CIGARETTES (REYNOLDS)	$ 731,077
2. TIDE (P & G)	710,112
3. ANACIN (WHITEHALL)	710,081
4. PLYMOUTH PASSENGER CARS (CHRYSLER)	575,568
5. FORD PASSENGER CARS	544,282
6. CHEVROLET PASSENGER CARS (GM)	531,300
7. DODGE PASSENGER CARS (CHRYSLER)	480,611
8. OLDSMOBILE PASSENGER CARS (GM)	449,556
9. BUFFERIN (B-M)	448,078
10. VICEROY CIGARETTES (B & W)	447,168
11. CAMEL CIGARETTES (REYNOLDS)	443,707
12. EASTMAN KODAK CAMERAS	436,161
13. FAB DETERGENT (COLGATE)	398,619
14. GLEEM TOOTHPASTE (P & G)	377,433
15. CHEER DETERGENT (P & G)	366,675

NETWORK SPENDING *By Product Categories*

	APRIL 1958	JAN-APRIL 1958
AGRICULTURE & FARMING	$ 33,622	$ 46,688
APPAREL, FOOTWEAR & ACCESSORIES	395,610	1,270,000
AUTOMOTIVE, AUTOMOTIVE ACCESSORIES & EQUIPMENT	5,157,637	20,466,072
BEER, WINE & LIQUOR	444,381	2,235,626
BUILDING MATERIALS, EQUIPMENT & FIXTURES	198,841	556,134
CONFECTIONERY & SOFT DRINKS	708,156	3,220,606
CONSUMER SERVICES	191,262	1,442,049
ENTERTAINMENT & AMUSEMENT		212,616
FOOD & FOOD PRODUCTS	8,868,276	35,833,722
GASOLINE, LUBRICANTS & OTHER FUELS	306,675	997,234
HORTICULTURE	159,456	274,554
HOUSEHOLD EQUIPMENT & SUPPLIES	2,016,194	7,508,076
HOUSEHOLD FURNISHINGS	338,489	1,128,144
INDUSTRIAL MATERIALS	1,583,091	6,851,724
INSURANCE	720,192	2,351,487
JEWELRY, OPTICAL GOODS & CAMERAS	1,094,259	3,402,604
MEDICINES & PROPRIETARY REMEDIES	4,601,180	20,218,747
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	615,276	2,281,488
POLITICAL		66,174
PUBLISHING & MEDIA	126,956	580,881
RADIOS, TELEVISION SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESSORIES	506,127	2,677,592
SMOKING MATERIALS	4,794,561	19,351,277
SOAPS, CLEANERS & POLISHES	5,715,860	21,850,903
SPORTING GOODS & TOYS	167,661	552,737
TOILETRIES & TOILET GOODS	8,123,759	32,855,118
TRAVEL, HOTELS & RESORTS	271,661	888,506
MISCELLANEOUS	600,144	2,351,420
Total	**$47,739,326**	**$191,472,179**

LNA-BAR: Gross Time Costs Only

you
ought
to be
in
pictures...

you can be, on movie • 4 (10:30 P. M., SUNDAYS)

WRC-TV's library of exciting feature films will make you a star where it counts — in the big Washington *selling* picture! You can't miss with your sales message appearing on hit motion pictures like *The Shocking Miss Pilgrim* starring Betty Grable, *Sands of Iwo Jima* starring John Wayne, *The Wild Blue Yonder* starring Wendell Corey, and *Dakota Incident* starring Linda Darnell. These are the Movie • 4 features for July alone. And they're the reasons WRC-TV's Movie • 4 brings in ratings as high as 18.3!

Now Movie • 4 is available, through September, on any one of WRC-TV's low-cost discount plans. Call WRC-TV or NBC Spot Sales and make yourself a star on Movie • 4!

WRC-TV • 4

Sold by NBC Spot Sales NBC Leadership Television Station in Washington, D.C.

WLOS-TV, C&C PACT RULED VALID

- **Court refuses to annul barter deal for RKO films**
- **Effect seen on pending block-booking antitrust suit**

A court decision that has possible bearing on the block-booking civil antitrust suit pending against major distributors of feature films to television was handed down June 13 when New York Supreme Court Justice Edgar J. Nathan Jr. denied a motion by Skyway Broadcasting Co. (WLOS-TV Asheville, N. C.) in an action against C&C Films Inc., New York.

Skyway sought to have its agreement for the RKO library of feature films abrogated on the grounds the contract constituted "the illegal practice of block-booking." C&C Films Inc., subsidiary of C&C Television Corp. which distributes the RKO library in the U. S., sold it April 1956 to Skyway.

In his decision in favor of C&C Films, Justice Nathan referred to the Paramount Picture anti-trust case which was won by the government and held that block-booking was illegal. But Justice Nathan pointed out that the U. S. Supreme Court ruled also that "block-booking was not illegal per se" and "films may be sold in blocks when there is no requirement, expressed or implied, for the purchase of more than one film." Justice Nathan continued:

"The practice of licensing a large part or all of a library of films for television use as a condition of obtaining any one or more selected films may very well constitute an illegal form of block-booking. Certainly such a practice would appear to lessen such competition in selected features and enlarge the copyright monopoly beyond its permissible bounds. On this motion, the court cannot make a judicial determination that the holding in the Paramount case is applicable to the fact disclosed in the moving papers. The affidavits before the court are wholly inadequate for such purpose.

"Moreover, the affidavits fail to raise a substantial issue as to the petitioner's claim that it was forced to take all the films as a condition to exhibit any one. There is no evidence in the agreement or otherwise that petitioner negotiated for or was refused a license covering selected films. In the absence of such a showing, no triable issue is presented."

Arnold Stream, counsel for the film distributor, hailed the decision as "a possible harbinger of the outcome of the civil antitrust Justice Dept. action." The suit, alleging block-booking by major distributors of features, is pending in the federal courts.

The Skyway contract follows the conventional C&C pattern, with the station buying the 740 RKO features under a 10-year licensing arrangement and paying C&C in spot time to be utilized by International Latex Corp. In addition, the station, under the terms of its 1956 contract, agreed to pay C&C $45,000 in cash for prints and other services.

C&C, in April of this year, started arbitration proceedings as called for in the contract when Skyway declined to make the required cash payment, according to a spokesman for the company. Skyway thereupon moved to challenge the entire contract by filing the motion in New York Supreme Court, charging block-booking.

Skyway is controlled by Charles B. Britt and family, with Mitchell Wolfson's WTVJ Inc. (WTVJ [TV] Miami, Fla.) owning 36.9%. The Wolfson ownership will increase to 100% if a pending application filed with the FCC last March is approved. The Wolfson group owned 16.85% of the WLOS stations in June 1957 but increased its holdings to its present 36.9% ownership over the period, laying out over $550,000 for stock and options. It also will assume obligations of $341,000.

C&C NOW TV INDUSTRIES

Stockholders of C&C Television Corp., New York, last week approved proposals to change the name of the company to Television Industries Inc., authorize a one-for-ten reverse stock split and reduce the authorized share of stock from 10 million to 3 million [FILM, June 2]. A spokesman said the name of the company was being changed to "reflect more accurately the purpose of the company."

NTA Upheld in Injunction Against UA in AAP Purchase

The appellate division of the New York State Supreme Court last week unanimously affirmed a court order granting National Telefilm Assoc., New York, a temporary injunction pending trial of its suit against United Artists Corp. and others.

Last month, Supreme Court Justice Aron Steuer granted a motion temporarily enjoining United Artists from proceeding with its plans to take over assets of Associated Artists Productions until a suit brought by NTA can be tried [FILM, May 19]. The defendants appealed this decision and the appellate division's ruling last week upheld the original order.

Early this year NTA brought action against United Artists, Associated Artists Productions and others, contending that NTA had signed a contract for the purchase of majority stock in AAP before that company sold its assets to UA. At stake is the Warner Bros. film library and the Popeye cartoons. NTA is seeking to enforce its contract with AAP or in the alternative asks $18 million in damages.

NTA Acquires 40 Warner Films

National Telefilm Assoc. has acquired 40 hour-long re-run programs produced for television by Warner Bros., it was announced last week by Oliver A. Unger, NTA vice president, and Benjamin Kalmenson, executive vice president of Warner Bros. The hour dramas were presented several seasons ago on ABC-TV under the title of *Warner Bros. Presents*. They will be made available for distribution to stations by NTA and others will be carried on the NTA Film Network as part of its *Tv Hour of Stars* next fall.

YANKS GO 'OME

The "tremendous" effect of American television in small territories such as Hong Kong is a subject of concern to Britian's Independent Tv Companies Assn. So much so that, according to G. R. Shrosbee, the association's industrial advisor, it is "even willing to face a loss" in its tv program sales to these countries in an effort to stop the influx of U. S. tv. "We naturally want them to see the British rather than the American way of life," said Mr. Shrosbee.

MGM Pre-1948 Shorts Sold By MGM-TV in 14 Markets

MGM-TV soon will confirm the first cluster of sales of the pre-1948 library of MGM short subjects offered to stations [FILM, June 9]. The library, announced by MGM-TV General Sales Manager Dick Harper, is in three packages, including the "Our Gang Comedy" package of 52 of Hal Roach's one-reelers produced for MGM from 1938-44; "Crime Does Not Pay" (42 films) and the John Nesbitt "Passing Parade" shorts (65). Reportedly the short subjects now have been sold in 14 markets, representing total sales of more than $500,000.

New purchasers included the NBC-owned and operated division for WRCA-TV New York and WRCV-TV Philadelphia (the "Our Gang" package); CKLW-TV Windsor-Detroit, (all three packages); WWJ-TV Detroit, WJZ-TV Baltimore ("Our Gang") and KTTV (TV) Los Angeles ("Parade" and "Gang"). Contracts are for three years' exclusive showing.

Other station which have bought various packages since offered: WOW-TV Omaha; WLAC-TV Nashville; WDSU-TV New Orleans; KHQ-TV Spokane, Wash.; KFBC-TV Greenville, S. C.; KBET-TV Sacramento, Calif., and KAKE-TV Wichita, Kan.

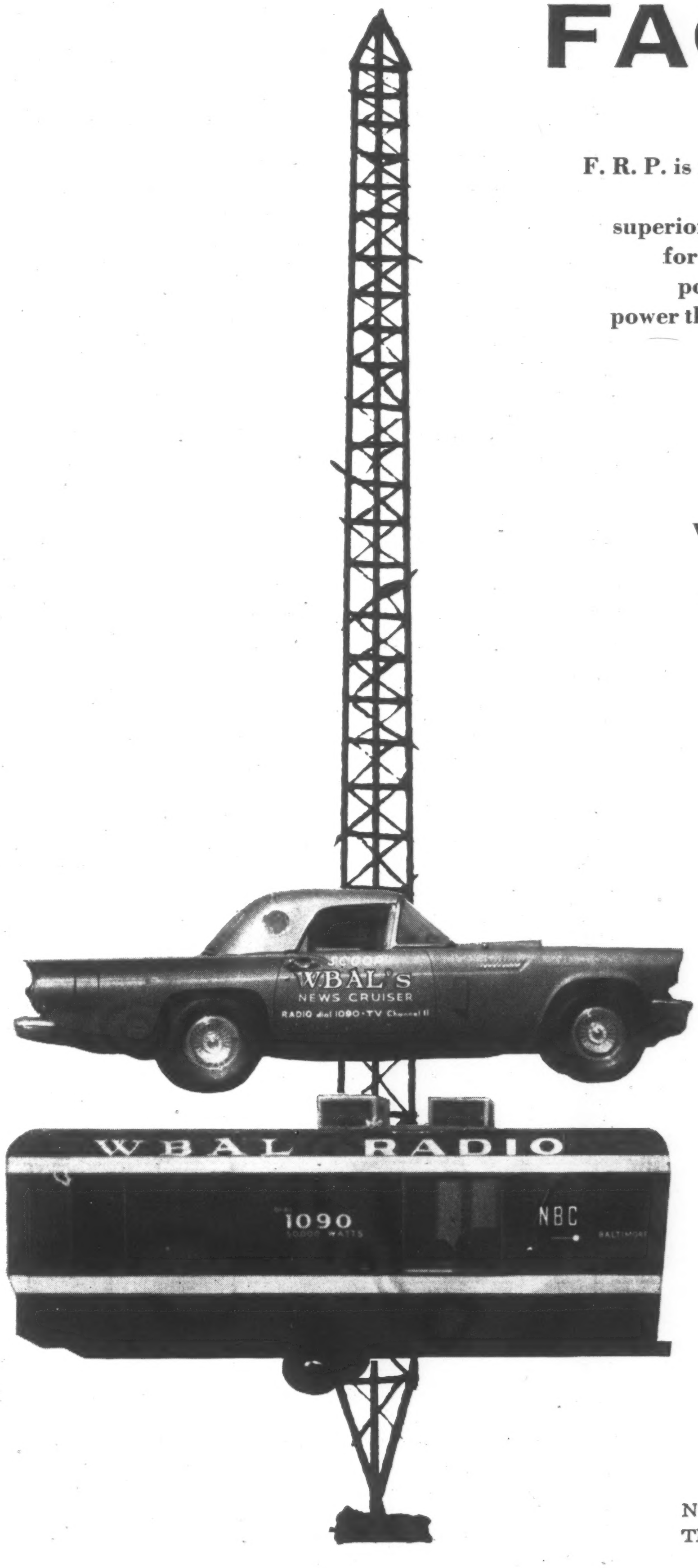
AAP Reveals Profitability Of Merchandising Popeye Film

Popeye is proving to be a strong royalty-getter for Associated Artists Productions. The film distributor has released figures on merchandising tie-ins with manufacturers of children's games and stations telecasting Popeye cartoons.

The merchandising program is handled by a wholly-owned subsidiary, Associated Artists Enterprises. An example of one of the highest Popeye licensees in terms of royalty pay is Colorforms Inc., Norwood, N. J.

AAP reports that 950,000 Popeye Colorform games were sold in the six months that it has been affiliated with the New Jersey manufacturer in a merchandising tie-in. Colorforms receives regular weekly promo-

THESE ARE F.R.P.*'s FACILITIES



F. R. P. is many things . . . F. R. P. is Entertainment, News, Service, Music, Sports . . . And this superior radio service demands the finest facilities for its presentation . . . 50,000 watts, the most powerful transmitter in Maryland with more power than all other stations in the State combined and the maximum allowed by the Federal Communications Commission.

High fidelity equipment and telephone lines to give F. R. P. Full Range Sound . . .

WBAL facilities bring ample tape machines . . . the most competent engineers . . . to deliver delayed broadcasts of news scoops, interviews, network programs, important current events . . .

"Scoop", our Thunderbird . . . and other vehicles . . . are available to cruise our area for news stories . . . all equipped to broadcast directly on the air from the actual place the news takes place . . .

Our mobile trailer is a studio on wheels which permits us to be anywhere . . . at any time . . . for both direct and delayed broadcasts . . .

These examples of WBAL leadership in facilities show the lengths to which we go to give F. R. P. the importance it deserves . . . Yes, F. R. P. is many things . . . and only WBAL has F. R. P.

*FULL RANGE PROGRAMMING

WBAL RADIO

BALTIMORE, MARYLAND ★ 50,000 WATTS

NBC Affiliate—Nationally Represented by
THE HENRY I. CHRISTAL CO., INC.

tional rotations on the AAE "merchandising network" of 32 stations. (Popeye is being telecast by 133 stations.) In turn, the manufacturer has bought air time on WPIX (TV) New York; WFIL-TV Philadelphia; WNHC-TV New Haven, Conn.; CKLW-TV Windsor-Detroit, and KFJZ (TV) Fort Worth.

Paul Kwartin, executive vice president of AAE who drew up the agreement with Colorforms last November, said that in the six months, Colorforms' sales climbed from an annual level of $4 million to $12 million. In all, AAE now has 48 Popeye merchandising tie-ins.

FILM DISTRIBUTION

ABC Film Syndication reports it has placed re-runs of *The Adventures of Jim Bowie* into station syndication. Half-hour film series has been carried on ABC-TV for past two years under sponsorship of American Chicle Co. Seventy-six half-hour episodes are available for distribution.

FILM SALES

Ziv Television Programs, N. Y., has announced that its *Highway Patrol* series has been bought for presentation in Finland, Belgium, Germany and Italy. Series will be dubbed in languages of countries (Flemish in Belgium). Ziv also reported that Procter & Gamble, Cincinnati, has signed for five series to be telecast in Mexico City as across-the-board programs. List consists of *Harbor Command, Man Called X, Cisco Kid, Dr. Christian* and *District Attorney.*

SIOUX CITY,
IOWA,
home of
KVTV,
NATION'S
NO. 1 IN
JUNE SALES
PERFORMANCE

Highest June Retail Sales Above National Average*

See your KATZ man

*Sales Management, June 6, Page 118

Miller Gets UPI Appointment As National Radio News Manager

The promotion of Dean C. Miller to national radio news manager of United Press International was announced last week by UPI. Mr. Miller succeeds Charles E. Ahrens, who has been named to a new administrative post established as a result of the recent merger of United Press and International News Service [PROGRAM SERVICES, June 2].

MR. MILLER

Mr. Miller joined the radio department of UP in New York in 1944 and advanced to several executive posts until last summer when he was named central division radio news editor. He makes his headquarters in Chicago where the radio department is based. In his new post, Mr. Ahrens will work in the field, coordinating operations of the UPI desks with the needs of client stations and in administering the expanded operations.

In additional changes of assignment resulting from the merger, Paul Allerup, formerly managing editor of INS, has been named features editor and director of special news projects for UPI, and Edwin C. Stein, formerly editor of International News Photos, appointed associate picture editor of United Press International Photos.

Midwest Stations Sounded Out On Nighttime Football Coverage

More than 40 radio stations have tentatively agreed to carry a proposed series of weekend nighttime college football broadcasts by the Midwestern Sports Network, it was reported Tuesday.

Stations are being offered a choice of two college games on Friday and Saturday nights and Thanksgiving, with one to be selected on the basis of station and sponsor interest, according to Eddie Einhorn, the network's managing director and play-by-play sportscaster. Each package features top teams in the nation, according to their 1957 performances. Midwestern previously aired the 1958 NCAA basketball championships on stations in about 20 states as its initial network offering. The new series is billed as *Football Under the Stars.* The two suggested packages vary as to scheduling.

Stations are given the alternative of merely clearing time and setting a net price per game, while permitting the network to sell it or selling the time itself at a suggested network rate.

Two ASCAP Suits Filed

The American Society of Composers, Authors & Publishers reported the filing of court actions in two different sections of the U. S. In the city court of New York, ASCAP's suit against J. Elroy McCaw, former owner of KORC Mineral Wells, Tex., charges him with breach of license agreements alleged to have been in effect between ASCAP and Mr. McCaw. ASCAP claims the defendant failed to report and pay license fees during the time he owned the station. ASCAP is asking for damages. The other suit by five ASCAP members was filed in the U. S. district court for the western district of Missouri against Twin City Adv. Agency, owner of KPRS Kansas City, charging copyright infringement.

Stein Announces MCA Shuffle In Worldwide Expansion Program

Music Corp. of America and its companies, in line with its expanding international operations and worldwide service to clients, is carrying out a major realignment of its executive staff it has been announced by Jules C. Stein, founder and chairman of the board.

Lew R. Wasserman, president of MCA, becomes executive chairman and chief executive officer of the companies.

Lawrence R. Barnett, head of the band and act department, succeeds him as president of MCA. Maurice B. Lipsey, vice president in charge of finance, becomes president of Management Corp. of America. Herbert I. Rosenthal, head of MCA Artists, was elected president of MCA Artists Ltd. Taft B. Schreiber, executive officer of MCA, becomes president of Revue Productions Inc. David A. Werblin, head of MCA-Tv, was elected president of MCA Tv Ltd.

Charles Miller, treasurer, was appointed to the executive committee. Karl Kramer, head of Revue Productions, was named honorary chairman of Revue Productions, Inc. The following were named senior vice presidents: Dave Baumgarten to MCA; George Chasin to MCA Artists Ltd.; Alan J. Miller to Revue Productions Inc.; Michael J. Rockford to MCA Tv Ltd., and Morris M. Schrier to Management Corp of America.

Crash Kills Two CATV Men

Two community tv operators were killed in a plane crash June 14 returning from the National Community Tv Assn. convention in Washington two weeks ago. They were Larry Peay, president, and Gilmore R. Harrison, general manager, Community Tv Systems of Colorado Inc., Salida, Colo. Community Tv Systems operates five systems in Colorado: Salida, Alamosa, Antonito, La Jara and Monte Vista, with three under construction (Pueblo, Gunnison and Center). The five operating systems serve approximately 2,000 tv homes. The men were killed when their privately-owned Beechcraft Bonanza crashed into the 3,500-ft. Alleghany Mt. near Elkins, W. Va.

CNP Licenses 'Cavalry' Game

Two new merchandising arrangements have been announced by California National Productions' merchandising division. Developed from the tv film series, *Boots and Saddles—The Story of the Fifth Cavalry,* is a new large board game manufactured by Gardner & Co., Chicago, which has been licensed by CNP. Another licensing pact: Dell Publishing Co. for use of *The Life of Riley* (NBC-TV) comic book.

ANOTHER FABLE OF PROFITS*

(Subconscious Productivity)

ONCE UPON A TIME there was a station manager who had had troubled dreams. Then, one Mid-Summer's Night, he dreamed of hearing the lovely titillating sound of jingling coins.

Awakening, he discovered a "dream-found" friend pouring a steady stream of gold into his "till" from a sack marked "Madison Avenue"...Then he remembered that in his dream he had decided to have this friendly Bolling man represent his station.

Today his sleep is sound, for he has made his dream into a reality*, and his worries have long since disappeared.

The moral of this story is...If a dream seems really hot, you owe it to yourself to try the real thing.

**Don't dream, dial definite doers...*

THE BOLLING COMPANY INC.

STATION REPRESENTATIVES

247 PARK AVENUE, NEW YORK CITY, N. Y.

CHICAGO · BOSTON · LOS ANGELES · SAN FRANCISCO · DALLAS

SARNOFF SMOKES OUT NEW TV THREAT

NBC head looks behind headlines to bare newspapers' triple-thrust at tv

WSYR-AM-TV Syracuse, N. Y., dedicated its new radio-tv facilities last Tuesday. The principal address, by NBC President Robert W. Sarnoff, was a sleeper. Instead of a routine speech, Mr. Sarnoff chose to deliver a major call to action against what he considers a deliberate attack by newspapers against the competing medium of television. He also described the hard-sell situation facing broadcasting in a recession market.

BROADCASTING'S *editors consider it a significant speech. It is condensed below.*

In addition to the ceremonies last week, the WSYR stations today (Monday) will host the New York Assn. of Broadcasters at a preview-cocktail party. An open house for the public will be held the following weekend.

THE industry, and networks in particular, are under more concerted attack from more sources today than at any time in their history. The networks are being investigated, subpoenaed, interrogated, rebutted and counter-rebutted by congressional committees, government agencies study groups and college deans. The networks have spent heavily in money and man hours in the past year to marshal files, prepare testimony, and shuttle legal and executive battalions between Washington and New York. The cost to NBC alone exceeded that of creating 26 film episodes of the television epic, *Victory at Sea.*

On the one hand, there is an insistent government demand that we relinquish certain controls over programming; on the other, we face a rising clamor among critics against network abdication of program control to sponsors, advertising agencies and program syndicators.

There is another area of latent conflict which has not been publicly ventilated: whether some newspapers, under the stress of intensified competition for the advertising dollar, are not taking calculated aim on television in terms of its effectiveness as a communications instrument and as a sales tool. One hears the question in swelling chorus, plus the corollary thought that broadcasters should perhaps use their own facilities to carry their story to the people. It is surely not unreasonable for a broadcaster to speak of the press with the same candor that the press speaks of broadcasting.

The broadcaster is questioning some newspaper coverage of television in terms of three sections of the paper. One is the main news section which carries reports of alleged improper conduct in Washington. The broadcaster says he does not object in the slightest to Washington investigations of any aspect of broadcasting or government administration. But he has begun to ask whether any leaked story from Washington concerning television is not a surer avenue to page one than a trunk murder.

To illustrate, on June 1, the *New York Times* carried a front-page article about the Justice Department's insistence that the FCC eliminate three basic elements of networking for antitrust reasons. Apart from the fact that the Justice Department had expressed itself on these network operations two years ago, the point the broadcaster questioned was the play given the story. It was the lead domestic news story. Only the agony of France overshadowed it.

The second newspaper section under question is television show criticism. The broadcaster understands the panning of an individual western or quiz show. The movies and the theatre get that, too. But why, he asks, must that panning be coupled with a characterization of the entire television service as degraded and with the incorrect claim that we are losing millions of disenchanted viewers? Why must the fact that the tv channels carried this past season the greatest number of informational, cultural and educational special programs in television's history be submerged in the backwash of things wrong?

The third newspaper section under the broadcaster's questioning gaze is the business section, particularly the advertising news columns. Here he reads that television costs are soaring, that advertisers are switching from television to the print media who contend they are more efficient, more economical buys. Why should the annual meeting of newspaper advertising executives be covered like a summit conference?

Over the past 10 years, most broadcasters say they have tended to ignore or shrug off print hostility. Television was growing so enormously, the sponsor demand for time so great, the growth of audience so rapid, that most executives did not allow their sense of well-being to be ruffled.

But this has changed as the economy has changed.

The impact of a recession has specific, and different, realities for television. Unlike the print media, who reduce their number of pages when advertising dwindles, television must continue to program its time periods whether programs are sponsored or unsponsored. A handful of prime evening time periods left unsponsored can transform the figures on any network's ledger from black ink to red ink.

Last year I wrote a letter to radio-television news editors supporting a *New York Times* story about the new hard-sell era facing television. Many in the industry considered it an unfair news article, but its prediction has been more than borne out. Our selling problems now make those of last season mild by comparison. By this date, two of the three television networks normally have sold out their full nighttime schedule for the fall. But this June finds all the networks with substantial amounts of open time—sufficient time, if it continues unsold, to have a profound effect upon their annual balance sheets.

The solution most often volunteered us is to introduce fresh, bright and imaginative new shows which could capture greater audiences and thereby induce additional sales. And indeed we have a backlog of programs, and new ones on the drawing board, of the calibre that would bring forth critical hosannas if they were aired in prime viewing time. Every network has tried hard to sell them—the *Project 20's,* the *See It Nows,* the operas, the *Outlooks.* But many sponsors and many agencies, when faced with substantial advertising commitments in unsettled times, prefer to place their money on tested mass audience attractions.

Most broadcasters admit they do not cherish every program their sponsors or their audiences do, but this is not unique. A New York publisher recently expressed embarrassment at the amount of headline space the paper devoted to Lana Turner's misadventures, but said that the paper had no choice if it were to maintain its circulation. While there is no relationship between the Turner story and a popular program, except size of audience, the broadcaster says he, too, has some obligation to give his audience what it wants. He operates a mass medium. He has nothing to sell but circulation. If the people find westerns and quiz shows and comedies enjoyable, and if sponsors find advertising messages in these shows effective, he believes he must continue to program them. He fervently hopes, in fact, that he can continue to sell enough of them to support his non-sponsored shows of specialized appeal.

How would the broadcaster present television's case if he were to use his own facilities to do so?

He would probably start off by explaining that television as a commercial service, has just completed its first decade. After its phenomenal early growth, it appears to be approaching a plateau. There are 45.5 million sets in American homes. Sight signals reach more than 97% of the population. Interest and support of the medium continue to an astonishing degree. In the broadcast season just ended, more Americans spent more time watching television than ever before. The average set was turned on nearly six hours daily, an increase of 4% over the prior season.

Concerning our Washington problems, he would probably introduce the subject by describing television as a compound of newness and bigness, of private enterprise touched by government regulation—a vast and complex mechanism motivated by simple aims: to entertain, to instruct, to inform a nation. He might express the hope that out of the government investigations will emerge better understanding and with it a reasonable pattern of procedure between those who are regulated and those who regulate.

To the charge that television is pricing itself out of the market, the broadcaster will say bluntly and factually that its cost in terms of advertising coverage is going down, not up. True, the sponsor finds his total dollar outlay greater, but in exchange for that dollar increase he receives a far greater increase in viewers reached. His cost per thousand declined in the past year. It continues to be the most result-producing cost per thousand of any advertising medium.

He would probably show you sponsor documentation on how television commercials for a new product have galvanized national demand for that product almost overnight. He would insist that television can and does play a formidable role in stimulating the process of consumption. There was evidence of this during the economic dip of 1954—the year in which the McGraw-Hill publications say, "Advertising helped kill a business recession." The broadcaster has a hunch, though he can't prove it, that the final blow was struck by television. While advertising in all media increased 5% that year, television advertising was stepped up 33%.

In any controversy, grievances, real or fancied, are not exclusive. If moved to do so, newspapers could point out that they give enormous coverage to television programs through log listings, through feature stories and interviews, through pictures of stars. This helps their circulation but it helps television's circulation too.

Newspapers can say justifiably that television aspects is big news, and that includes its relationships with government as well as its programs. They can assert with further justification that many programs are routine and undistinguished entertainment and that there is room for improvement in the quality of our service. I agree, and I also feel newspapers serve a valuable gadfly role in constantly reminding us of it.

Finally, newspapers can well ask: why, since many of us own television stations, extremely profitable stations, would we spite our corporate face by cutting off our broadcast nose?

But if there are grounds for conflict between the nation's two primary instruments of communication, then it is my belief that the sources of the conflict should be openly discussed and not allowed to simmer underground.

In terms of television's future, I personally hope its bulldozer power to move product mountains can play a significant role in reversing the current decline. One hopeful sign is that non-durable goods, which give the lion's share of their advertising to television, have held a relatively strong sales curve while durable goods, which have placed a minority of their advertising with television, have suffered most.

The formula for conquering a recession must be to sell your way out of it. Inventories of finished products are down substantially. Consumer savings now are at the highest in history. All advertising media face the challenge of luring out those savings. There are two ways we can all go at it.

First, we can attempt to create a proper psychological climate by dramatizing the basic strength of our economy and its vividly hopeful prospects for the future. Nothing tightens a purse string like fear; nothing loosens it like hope.

I think many newspapers and magazines are now doing an effective job in emphasizing affirmative economic news, and in contributing advertising space to the "buy now" and "confidence" campaigns of the Advertising Council. On the network level, we are attempting to match their effort by giving air time to support the theme of a growing and vibrant economy. At NBC we are donating more than a million dollars in spot announcements to the campaign this summer and we expect to register a billion different viewer impressions.

Secondly, we should muster our total resources for selling—selling the advantages of our own media, yes; but, more important, selling the value of advertising as the essential lubricant of a healthy economic machine.

The NBC research department forecasts a gross national product by 1962 of $535 billion, a $100 billion increase over the 1957 level. We expect national advertising expenditures to total nearly $13 billion, up $2 billion over the current outlay. We think television will get about half that increase, but we think newspapers and magazines will increase their volume too.

AT LAST WEEK'S *dedication of the WSYR radio-tv center in Syracuse (l to r): E. R. Vadeboncoeur, WSYR president-general manager; S. I. Newhouse, publisher-owner of the Newhouse stations; Robert W. Sarnoff, NBC president; Thomas Knode, NBC station relations vice president, and Harry Bannister, NBC vice president in charge of station relations.*

ABC-TV, FUND TRY TO REACH AGREEMENT

• Weaver rocks 'Wallace' boat
• Lodge all but scuttles it

The Fund for the Republic and ABC-TV last week sought ballast for a co-produced Sunday night tv series which veered way off course.

A spokesman for the fund said the non-profit foundation would seek a common understanding with the network in an attempt to iron out difficulties. He said the fund thought its Mike Wallace *Survival and Freedom* interview series on ABC-TV (Sundays, 10-10:30 p.m.) has been "successful." The future of the series, once it runs through the summer, has not been decided, he commented thus injecting the possibility that the programming (or some form of it) might be aimed for fall showing.

Exactly one week after friction between the fund and ABC-TV over the deletion of certain portions of a pre-recorded interview with ex-NBC executive Sylvester L. (Pat) Weaver Jr. because of suspected libel [NETWORKS, June 16], a more serious blow-up followed the outright cancellation June 15 by ABC-TV of an interview with Henry Cabot Lodge, the U. S. Ambassador to the United Nations (all of the interviews are taped in advance of airing).

No sooner did ABC-TV cancel the program than a battle of semantics erupted, extending beyond responsibilities of program control and into the realm of interpretation. The issue: should a program of this type be classified as a journalistic—that is news type—show, or as a purely "educational" program.

At times, so much smoke was thrown up that the "clarifying" statements tended more to obscure what issues might be at stake.

In canceling the half-hour program (*Damon Runyon Theatre* was shown in its place), ABC-TV said that deletions Mr. Lodge had insisted on constituted editorial censorship, which would have violated the network's policy. Spokesman for the network was John Daly, vice president in charge of news, public affairs and special events.

Mr. Daly said that Mr. Lodge's interview had been recorded several days in advance of the scheduled telecast, that the company had agreed that it could be reviewed in the light of subsequent events but that Mr. Lodge wanted certain cuts made "in the public interest about some areas of the discussion." ABC agreed in one instance but did not go along with others as involving "national security or the public interest." (Mr. Daly had explained that under the network's policy *ex post facto* editing was not permitted except for libel, slander, bad taste or national security.)

In the recorded interview, Mr. Lodge

"As The World Turns" is television's most popular daytime serial.

P&G has an eye for the ladies

Few companies demand as much of mass advertising as Procter & Gamble, the nation's largest distributor of soaps and detergents. Its market is the whole population. Every one uses soap. Every housewife buys it. And P&G wants to reach every one of them day after day.

Because television is the greatest means of mass communication the world has ever known, P&G spends more of its advertising dollars on television than on any other medium.

And because P&G finds *daytime* television the most economical way to reach most housewives over and over again, it invests $30 million of its 47-million-dollar network television budget in daytime programs.

Most of this investment is on the CBS Television Network.

Today the average daytime program is reaching bigger audiences than ever before. On the CBS Television Network it reaches a 14 per cent larger audience than a year ago.

These factors explain why P&G has recently renewed its weekly schedule of 5 programs a day, Monday through Friday (in addition to its weekly nighttime commitment).

They also help to explain the recent daytime renewals of American Home Products, Colgate-Palmolive, General Mills, Pet Milk, Pillsbury, and Standard Brands—as well as new orders from Sterling Drug and Miles Laboratories.

If you have an eye out for housewives, you can be sure of reaching more of them—day or night—on the world's largest single advertising medium.

The CBS Television Network

presented a view that the U. S. should give up the idea of winning popularity abroad and seek international respect instead.

Mr. Hutchins objected to ABC-TV's action, saying the program was educational in nature and that other programs in the series (the Lodge interview was eighth in a series of 13, the Weaver program seventh) had been revised. He found Mr. Daly's decision "incomprehensible"; asserted Mr. Lodge was within his rights in refusing a tv network official to determine what statements should be telecast and felt that Mr. Lodge should not be compelled by either the fund or ABC-TV "to say things he did not wish to say."

The new rumpus stirred up the Weaver episode all over again. Mr. Hutchins, in drawing upon that incident, asserted that the network was inconsistent in its policies. He noted, for example, that ABC-TV made it appear on the program that the deletions in the Weaver interview were as a result of mechanical failure and not because of possible libel. (Mr. Hutchins said: "Mr. Weaver said later that ABC officials told him, after his interview had been videotaped, that he 'did not come off well' and he 'should do it over again.'" This reference apparently was aimed at showing that ABC-TV in the case of Mr. Weaver was suggesting a retape, but in Mr. Lodge's instance, canceled the show entirely).

Mr. Hutchins himself is slated to be interviewed on the program July 20. Yesterday (Sunday), the series was to present an interview of Msgr. Francis J. Lally, editor of the Roman Catholic newspaper *The Boston Pilot* and a member of the fund's board of directors.

The fund also said it expected that the time period canceled would be worked out somehow—possibly an additional half hour would be provided. It was not known whether the Lodge interview would be retaped for future presentation.

KCAL in ABC Network Line-up

KCAL Redlands, Calif., has joined ABC Radio as an affiliate. The station, which operates with 1 kw on 1410 kc, is owned by Southwest Broadcasting Co., with Homer Griffith as general manager.

DRIVE UNDERWAY TO SAVE N.Y. TV

Formation of Television Action Committee—New York to advance city tv production was announced last week at a news conference by David Susskind, committee chairman, and executive vice president and producer of Talent Assoc., New York.

Among the committee's immediate plans is the arrangement of a meeting between Mayor Robert Wagner of New York, Gov. Averill Harriman and officials of the tv networks for the purpose of discussing and creating a plan for building a Television City. Part of the problem of increased production in New York, according to Mr. Susskind, is "the deplorable shortage and inadequacy of studio facilities."

The committee, Mr. Susskind said, intends to "wage a vital public relations campaign to make tv audiences aware of the increasing loss of quality programs, and to enlist their outspoken support of the development and presentation of better programs."

Well-known personalities who have joined the Television Action Committee, as listed by Mr. Susskind, are actors Steve Allen, Ralph Bellamy, Polly Bergen, Carl Reiner, Ezra Stone and Tex McCrary, producer Herbert Brodkin, playwrights Paddy Chayefsky, N. Richard Nash and Reginald Rose, theatrical producer-realtor Robert W. Dowling, directors Elia Kazan, Robert Lewis, Sidney Lumet and George Schaeffer, tv critics John Crosby and Harriet Van Horne.

Mr. Susskind said the committee would be concerned with expanding "quality programming, which is traditionally associated with New York," but pointed out that this does not eliminate "film programs of high quality." But, on the whole, Mr. Susskind directed his fire largely against "sameness and copy-catism" of film shows produced in Hollywood, covering westerns, mysteries and situation comedies, although he criticized the "low quality" of live quiz shows everywhere.

He pointed out that for the 1958-59 season, the networks already have scheduled 72 half-hour film shows, of which 32 are westerns. Only 27 live half-hour segments are set to originate from New York next season, covering drama and variety, whereas in 1954, 56 live programs came from New York in prime evening time alone, Mr. Susskind asserted.

He blamed the networks primarily for "loss of quality production and high purpose" in television. He claimed the result is that the viewing public is becoming "disenchanted with tv," sponsors and agencies are growing "increasingly skeptical" about tv as an advertising medium and the networks are left "with more unsold prime broadcast hours this selling season than ever before in tv history." Mr. Susskind claimed that networks still have 17 hours in prime time unsold for next season.

Mr. Susskind summarized the committee's program:

Publicize the need for a Television City in New York; acquaint the public with "the story of the decline and fall of good television," and persuade viewers to make their desires known to networks, advertiser and agencies; enlist the aid of individuals employed in New York tv to serve as spokesmen for the revival of New York television; a research program to document the loss of tv production in New York and of quality programming to tv.

CBS-TV Curtails Summer Output

CBS-TV will "go black" this summer in the early-morning hours with the weekday *Capt. Kangeroo* strip (Monday-Friday, 8-8:55 a.m.) taking a summer hiatus between June 27-Sept. 29. However, a special videotaped summer version of *Kangeroo* will be aired Saturdays, 11 a.m.-12 noon. The 8-9 network slot (8:55-9 a.m. now filled by CBS News with Richard C. Hottelet) will temporarily revert to station time. The 9-10 a.m. period had been station time.

SECRETARY in NBC's owned stations and spot sales division, Carol Anne Redling, is pictured with network personality Ed Herlihy after being crowned "Miss NBC" June 6. The occasion was NBC's annual spring dance at the Hotel Waldorf Astoria, New York. Miss Redling's prizes included a trip to Bermuda and a wristwatch.

Nation's Number 1
IN JUNE SALES PERFORMANCE
SIOUX CITY, IOWA,
Home of KVTV,
Highest June Retail Sales Above National Average*
See your KATZ man
*Sales Management, June 6, Page 118

CHANNEL 12 SELLS ON SIGHT
VIRGINIA
NORTH CAROLINA
NBC for WINSTON-SALEM GREENSBORO HIGH POINT
AFFILIATE

WSJS

television

WINSTON-SALEM

REACHING MORE THAN

600,000
TV SETS

IN 75 PIEDMONT
NORTH CAROLINA AND
VIRGINIA COUNTIES

CALL HEADLEY-REED

TV EMPLOYES FIRED IN RED QUIZ

- **Packagers of NBC-TV 'Twenty-One' discharge Dubin as director**
- **CBS-TV drops Papp following House committee questioning**

The director of the NBC-TV quiz program *Twenty-One* and a floor manager at CBS-TV were fired last week immediately after appearing as uncooperative witnesses before sessions of the House Committee on Un-American Activities, investigating alleged communist infiltration of the entertainment industry.

Charles S. Dubin, the director, employed by Barry & Enright, packager of *Twenty-One,* and Joseph Papirofsky (known professionally as Joseph Papp), the CBS-TV floor manager, were among a group of 18 show business figures who appeared before the committee in New York last Wednesday and Thursday. Without exception, witnesses invoked the First Amendment (free speech) and/or the Fifth Amendment (self-incrimination) to the Constitution in refusing to answer questions on present or past membership in the Communist Party.

Messrs. Dubin and Papp were the only witnesses who were associated with television as their main source of livelihood. Others were employed in the Broadway theatre or in the music field.

Shortly after Mr. Dubin completed his testimony on Wednesday, NBC issued the following statement, which led to his dismissal by Barry & Enright:

"The National Broadcasting Co. does not knowingly employ communists nor permit their employment on programs broadcast over its facilities. Persons who refuse to testify as to their present or past affiliation with the Communist Party render themselves unacceptable as regular employes on NBC programs.

"The further use on NBC programs of Charles Dubin, who refused to answer certain questions in his appearance before the House Un-American Activities Committee, is therefore unacceptable to NBC. Mr. Dubin is not an employe of NBC but is a free-lance director currently employed by several program packagers whose programs are broadcast over NBC facilities. We are notifying these packagers of our decision."

Shortly thereafter, Barry & Enright reported that Mr. Dubin had been dismissed as director of *Twenty-One*. Mr. Dubin also is one of several directors of *The Investigator,* a summer replacement program presented on NBC-TV. In accordance with the terms of the network's statement, he undoubtedly will not be used on the series. He has been a television director for eight years, serving at ABC-TV for one year and as a free-lance director since that time. Mr. Dubin directed several of the *Omnibus* programs on CBS-TV and *The Pulitzer Prize Playhouse* on NBC-TV, among others.

Mr. Dubin invoked the First and Fifth Amendments 22 times. He denied present membership in the Communist Party but refused to answer about membership before May 8 of this year.

Shortly after Mr. Papp's uncooperative testimony on Thursday, CBS dismissed him from the staff with this terse announcement:

QUIZ SHOW *director Charles A. Dubin stood by his lawyer, Hubert T. Delany, to take his oath at the House Un-American Activities Committee hearing. NBC later dismissed Mr. Dubin for refusing to tell the investigators whether he has a Communist record. He invoked the First and Fifth Amendments 22 times.*

"The circumstances surrounding the case of Mr. Papp are such that we have decided to dismiss him from our employment."

Mr. Papp testified he has been employed at CBS-TV since 1951 as a floor manager (an assistant to a director). He said he functions in this capacity on several programs, including *I've Got a Secret*. Mr. Papp testified he is not now a member of the Communist Party but declined to say if he was a party member before 1955.

CBS also announced that Arthur Lief, American guest conductor of the Moiseyev Russian Ballet, will not appear with the troupe on the *Ed Sullivan Show* June 29. Instead, the ballet company's regular conductor, Samson Galperian, will appear with the troupe on the show. Mr. Lief, who was a recalcitrant witness before the committee on Wednesday, has been serving as a guest conductor for the ballet company during its appearances in this country.

CBS Radio Executives Swap Ideas with Program Directors

An exchange of ideas on effective programming highlighted the agenda of the first program directors' conference of CBS-owned radio stations in New York a fortnight ago as the programming executives met with network officials. Local news coverage and editorializing problems were other topics covered at the closed-door sessions at the Hotel Berkshire, it was reported by Jules Dundes, vice president in charge of station administration for CBS Radio.

Carroll Hansen, program coordinator for CBS-owned radio stations, presided at the meetings which also included talks by CBS Radio President Arthur Hull Hayes and Mr. Dundes. Others taking part included James M. Seward, executive vice president, CBS Radio; Louis Hausman, vice president in charge of advertising and promotion, CBS Radio; James T. Aubrey, vice president in charge of creative programming, CBS Inc.; Howard Barnes, vice president in charge of network programs, CBS Radio; Irving Gitlin, director of public affairs, CBS News; John F. Day, director of CBS News, and Gordon F. Hayes, general manager of CBS Radio Spot Sales.

Additional CBS Radio executives taking part were Harlan Dunning, supervisor of network programming; Gerry Maulsby, manager of network broadcasts; Ben Lochridge, national sales manager; I. S. (Zac) Becker, vice president in charge of business affairs; Geraldine Zorbaugh, vice president and general attorney; Robert Dunne, assistant general attorney; Harper Carraine, director of research; Walter Rozett, director of financial and administrative operations; Richard F. Hess, assistant to the vice president in charge of station administration, and Ed Hall, administrative manager of affiliate relations.

Station program dierctors taking part included Allen Ludden, WCBS New York; Pede Worth, KCBS San Francisco; Robert Sutton, KNX Los Angeles; Ken Ovendon, WEEI Boston; Art Thorsen, WBBM Chicago, and Paul Douglass, KMOX St. Louis.

Russia Blocks CBS' Schorr From Return to Moscow Post

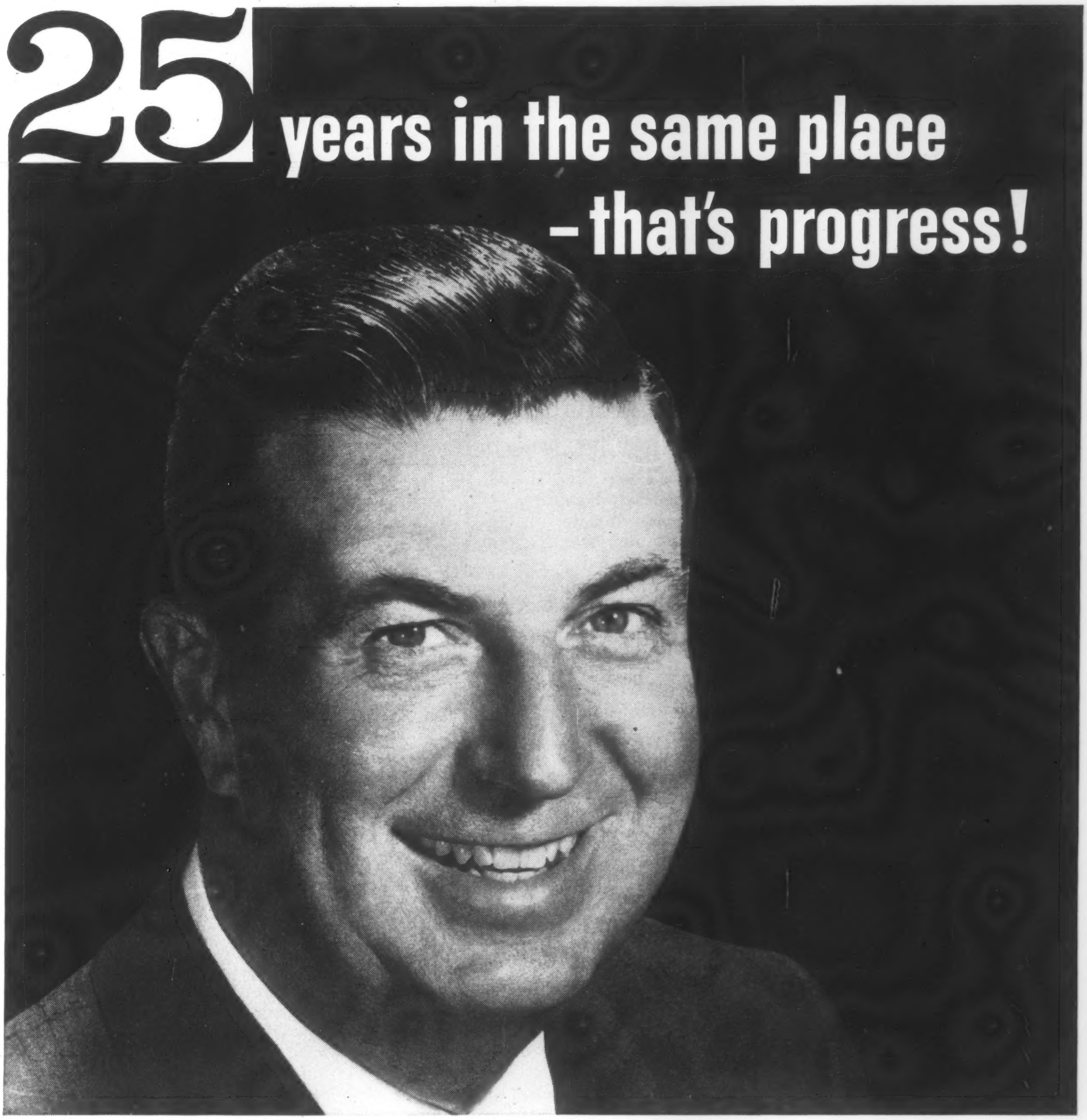
Daniel Schorr, CBS correspondent assigned to Moscow, is unable to return to his post after a leave of absence because of visa problems. The Moscow government has not yet granted a re-entry permit though Theodore F. Koop, CBS Washington news director, applied last February.

Mr. Schorr had taken a Jan. 1-April 1 leave of absence to go on a lecture tour in this country. Paul Niven, assigned to Moscow temporarily as Mr. Schorr's replacement, has been in the Soviet capital six months, instead of the anticipated three-month tour. Soviet officials refuse to comment on the delay in the Schorr case.

MIKHAIL'S MONUMENT

A Russian named Mikhail Romanosov last week emerged as the discoverer of color tv—according to Soviet propagandists who claim Russian ingenuity invented everything but time. Comrade Romanosov lived long before Karl Marx—back in the 18th century—but apparently this didn't stop him from tinkering with the "basic principles" of tint tv, reports NBC Moscow correspondent Irving R. Levine. Mr. Levine, in one of his NBC Radio dispatches, also pointed out that the Soviet set count covers only black-and-white receivers, listing no more than 2 million of those (about 1/20 of the U. S. total). The U.S.S.R. is expected to start transmitting color soon.

25 years in the same place –that's progress!



Don McNeill's in the same place he was 25 years ago—at the helm of The Breakfast Club on ABC Radio and in the homes and hearts of millions of American listeners, young and old. From that vantage point he has done—and is doing each weekday morning—a lot of personality selling, backed by his famous cast including FRAN "AUNT FANNY" ALLISON, SAM COWLING, DICK NOEL, CAROL RICHARDS and EDDIE BALLANTINE and the orchestra. Don, his fine cast and many, many loyal listeners have given The Breakfast Club a record unmatched in network radio. This wonderful institution of the American morning is celebrating its happy 25th birthday all this week.

DON McNEILL'S BREAKFAST CLUB on ABC RADIO

CRAVEN'S APPROACH TO TV'S DILEMMA

Full text of FCC commissioner's plan for allocations reshuffle

Just a month ago (May 21) the FCC took its first look at a memorandum prepared by Comr. T. A. M. Craven proposing a new approach to the allocations dilemma. It ended the era of shadow-boxing with the problem. It precipitated a full-scale reappraisal of tv allocations by the Commission, ordered at a special meeting June 9.

In its June 2 issue BROADCASTING gave lead story prominence to the Craven Memorandum, which urged exploration of a three-phase program having as its goal the transition of tv from the existing scattered assignments in the vhf-uhf range to a new band of 25 contiguous channels in the range 174 to 324 megacycles. All except the last three of these channels are in what is classified as the vhf range under allocations terminology. The existing allocations provide 12 vhf and 70 uhf channels.

Published for the first time in this issue is the full text of the Craven Memorandum. Comr. Craven, an allocations expert who has been a principal architect in the devising of broadcast allocations for more than 30 years, makes it abundantly clear that his Memorandum is exploratory and is intended to provoke discussion rather than espouse a cause.

The FCC has before it, in addition to the Craven Memorandum, many other proposals drafted by its staff, or proposed by private licensees, including the networks. A number of plans, looking toward immediate rather than long range solutions, also have been submitted during the past several years to the Senate Commerce Committee in its inquiry into the tv allocations enigma, which has found uhf stations in many instances at a competitive disadvantage.

At its June 9 session, the FCC specifically considered the Craven Memorandum and the proposal of Comr. Frederick W. Ford that the FCC move ahead on its selective deintermixture program geared toward making all intermixed markets either all vhf or all uhf. It also had before it the proposal of ABC-TV which would add a third vhf channel in 14 top communities, thus making it more competitive with the older tv networks. Top executives of ABC espoused prompt action at a meeting with the FCC on June 12, on the heels of NBC's announcement that it was giving up the battle on WBUF (TV) Buffalo, its uhf outlet in a market with two vhf's, and would reaffiliate Oct. 1 with ch. 2 WGR-TV, now an ABC-TV outlet.

The FCC this Wednesday scheduled to appear before the Senate Commerce Committee again to give an accounting of its stewardship on tv allocations. At that session, the Commission will be in a position to tell that committee of the affirmative steps it has taken in instructing its staff to undertake a complete analysis of the technology and the social and economic philosolphy of tv allocations.

In the FCC's appearance last month [GOVERNMENT, June 2] before the Senate Committee, Comr. Craven alluded to his Memorandum, but in guarded fashion. At that time it had not been considered by the Commission. Now that the FCC has given the staff definitive instructions, it is logically expected that Comrs. Craven and Ford will be subjected to questioning on their projects.

While the Craven Memorandum espouses a 25 channel contiguous band in the long range transition (7 to 10 years), others have suggested that the quest should be for a greater number of channels to provide adequate spectrum space for future expansion. One informal proposal is that the band should be widened to embrace an additional 11 channels, from 324 to 400 megacycles, making a total of 46 contiguous channels.

The Editors

Item No. ....
General Agenda
For Commission
Action
May 21, 1958

FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C. 58692
May 15, 1958
INTER-OFFICE MEMORANDUM
FOR: General Agenda**
TO: The Commission
FROM: Comr. T. A. M. Craven
SUBJECT: Television Allocations
RECOMMENDED ACTION: Discussion of Policy

GENERAL

1. The purpose of this memorandum is to provide a basis for discussion in an endeavor to formulate a new Commission policy with respect to television allocations. Any suggestions made herein are solely exploratory in nature, and do not constitute firm proposals or plans.

2. The basic cause of the difficulties which have been encountered in the Commission's endeavor to foster a nationwide competitive television broadcast service is the present allocation of radio spectrum space to television. In short, the present wide range of frequencies between tv ch. 2 and tv ch. 83 is not compatible with the design, production, and marketing of a reasonably priced, efficient all-channel television receiver. While there are other problems inherent in the existing television structure, including wide differences in the propagation qualities between the various television channels, these problems are susceptible of solution, once the basic difficulty has been overcome.

3. Before proceeding further, it is only fair to state that the basic difficulty is not the fault of the Commission which made the original allocation. The fault stems from conditions resulting from the rapid development and huge investment in radio utilizing spectrum space immediately above 100 mc by the Civil Aviation Authority and by the military establishments during or immediately after World War II. This government could not logically scrap this investment in equipment and seek new huge appropriations for new equipment for use in other portions of the radio spectrum merely to accommodate television broadcasting.

4. As will be discussed hereinafter the basic fault of the present television allocation structure cannot be corrected immediately. Any attempt to make radical changes in the present allocation of radio spectrum space to the various services including television is essentially a long range project in which amortization of the present investment in radio equipment on the part of the government, radio industry and the public is an important factor. Consequently, such long range planning must take into consideration methods by which existing investments can be amortized; while at the same time providing methods for the introduction and use of new equipment.

5. There are certain steps which can now be taken within the framework of the present spectrum allocation structure to alleviate or to solve in part some of the problems which exist. For example, I have concluded that there are at least three steps which the Commission might take in securing certain desirable improvements in the present situation. These are:

A. Immediate alleviation in some of the more important major markets in order to secure a better competitive situation in these markets. This step would at the same time afford a necessary improved competitive situation among the three leading nationwide network systems. The major markets are those in which at present there are two vhf stations and one uhf station operating such as in Providence, R. I.

B. Short range improvements. This would

This is the kind of hold our station has on people

Loyalty on both sides, in more ways than you'd expect.
A great and prosperous market well worth knowing about.
A realistic rate card, subject to no deals.
Not a triple spot all 'round the clock.
Let George P. Hollingbery tell you about us all.

whio-tv
CBS
channel **7** *dayton, ohio*

ONE OF AMERICA'S GREAT AREA STATIONS

Reaching 2,881,420 People

THE CRAVEN MEMORANDUM *Continued*

embrace an improvement in the competitive situation in all of the first 150 markets in which the existing competitive facilities are unequal. This step should not be undertaken until TASO has completed its work in securing acceptable evidence to serve as a basis for modification of the Commission's present technical standards.

C. Long range solution. This would embrace a radical change in the allocation of radio spectrum space to television. This step cannot be undertaken until much coordination has been accomplished in both the national and international fields. It involves cooperation between government and industry and the public, and must include not only agreed-upon methods to accomplish the changes but also must provide for a period of transition.

SOME IMPORTANT POLICY FACTORS

Tv Channel Assignment Policy

6. It may be recalled that last year I proposed that the Commission rescind the Table of Television Channel Assignments in order to facilitate the establishment of competitive facilities in some of the important markets. The Commission accepted this suggestion to the extent of ordering rulemaking proceedings in which comments from interested parties were invited.

7. Comments were filed by many parties both for and against the proposal. I gave careful consideration to all the comments, and as a result was convinced that a large majority of the parties opposed the proposal because they felt there were insufficient technical facts to support generally acceptable now engineering standards for allocation purposes. In other words, while the proposal envisaged flexibility in the geographic placement of the television stations within the existing technical rules of the Commission, the opposition feared that economic pressures would be so great as to force the Commission to abandon existing standards prior to the accumulation of more modern engineering data. It was also felt that departures from existing standards, without any knowledge of what the results would be, constitute a dangerous step into the unknown

8. While I believe the Commission could hold the line with respect to existing technical standards, I nevertheless recognized the validity of some of the opposing arguments and concluded that my proposal was untimely from the standpoint of industry acceptance. I felt the Commission would encounter such resistance that the accomplishment of the immediate alleviation I had envisaged would be so delayed as to be of no value. I thereupon withdrew that proposal.

9. There have been several proposals to modify the Table of Assignments in individual markets. Some of the proposals tend to equalize competitive facilities by deintermixing into vhf only while others would make the facilities in a specific market all uhf. In the latter case many of the proposals offer no real solution for the market in question because the area would be covered by vhf stations in nearby markets. In my opinion the present process of "nibbling" at the problem offers no basic solution or even a short range step of any value.

TELEVISION ALLOCATION STUDY ORGANIZATION (TASO)

10. I have been impressed with the sincerity of purpose and the progress being made by TASO to secure improved engineering knowledge relating to the basic allocation problems. TASO was organized by industry at the suggestion of the Commission to secure technical data which would be of assistance to the Commission in making a determination as to its future television allocation policy. While TASO got off to a slow start because of the unforeseen problems with respect to antitrust matters which had to be resolved with the Department of Justice before TASO could proceed with its work, I can now state that TASO is proceeding rapidly toward the accomplishment of its assigned tack. The engineering studies of TASO are being carried on by six panels of engineers and by some two dozen committees of those panels. Over 230 competent engineers from over 130 organizations serve on those panels and committees. These men represent all branches of the television industry.

11. Since Jan. 1, 1957 there have been 92 meetings of the Board of Directors of TASO, the panels, and panel officers, plus numerous meetings of the committees. As a result, a large amount of work has been accomplished, although considerable work remains to be done. All panels except the one dealing with "Analysis and Theory" are working toward the completion of their active work by the middle of 1958, and toward the completion of their final reports by Aug. 31, 1958. The report of the panel on "Analysis and Theory" and the overall report of TASO are expected to be completed by the end of 1958.

12. A total of $56,554 has been expended by TASO through March 31, 1958, and the budget calls for the expenditure of an additional $37,219 by the end of 1958. It is estimated that the total expense of TASO to the television industry to date has been between $500,000 and $650,000. Recently the Board of Directors of TASO undertook to raise an additional fund of $75,000 to carry out certain necessary panel projects.

13. In my opinion the Commission should continue to give active support to TASO and should await the completion of the work of TASO prior to undertaking any change in existing engineering standards designed to afford changes in allocation policy under Step No. B discussed hereinbefore.

25-890 MEGACYCLE HEARING (DOCKET 11,997)

14. Perhaps the most important problem confronting the Commission is the difficulty inherent in the present allocation of spectrum space to all radio services using frequencies between 25 and 890 mc. As the Commission is aware, there is great crowding in the land mobile service, a need for additional channels for aviation, and a need for the use of spectrum space between 100 and 1000 mc by common carriers, and an urgent need for expanded use of the spectrum by certain safety services. Moreover, the Air Modernization Board is interested in this portion of the spectrum, and is in the course of a study of methods to simplify and make more efficient the use of radio for aids to air navigation and air traffic control. Finally, the military establishments of the government recognize the desirability of a long range look with respect to the use of this portion of the spectrum with the objectives of increasing the efficiency of military communications and use of the spectrum.

15. Those factors are mentioned because, in my opinion, the time is now opportune for the Commission to make a long range evaluation of the radio spectrum uses between 25 and 890 mc. I cannot urge too strongly that the Commission proceed at an early date to conclude the hearings in Docket 11,997.

FCC-GOVERNMENT RELATIONS

16. In making a long range evaluation of uses of the radio spectrum space between 25 and 890 mc the Commission must coordinate its efforts with those in the Government which use radio spectrum space. The method by which the coordination now takes place is handled between the Commission and the Office of Defense Mobilization. Some of the details of this coordination are handled by the Commission's staff and the Interdepartment Radio Advisory Committee.

17. Recently, on March 24, 1958, the Office of Defense Mobilization suggested that ODM and the FCC could jointly pursue and as necessary provide guidance for long range planning in the future use by the United States of the radio spectrum. It was stated that it was the consensus of the Executive Branch of the government that a fruitful effort to plan ahead for the United States use of the radio spectrum required joint action and guidance between the FCC and ODM. Specifically, it was recommended that the Commission review the following as possible aids:

"A. That joint consideration and planning by the FCC and ODM for future long range U. S. use of the radio spectrum is necessary and desirable in order to achieve fruitful results; and

"B. That the FCC and ODM should jointly give guidance and substance to this effort at both the technical and policy levels."

The ODM suggested that the Commission review the following as being an acceptable procedure in order that the aims in A and B above might be achieved:

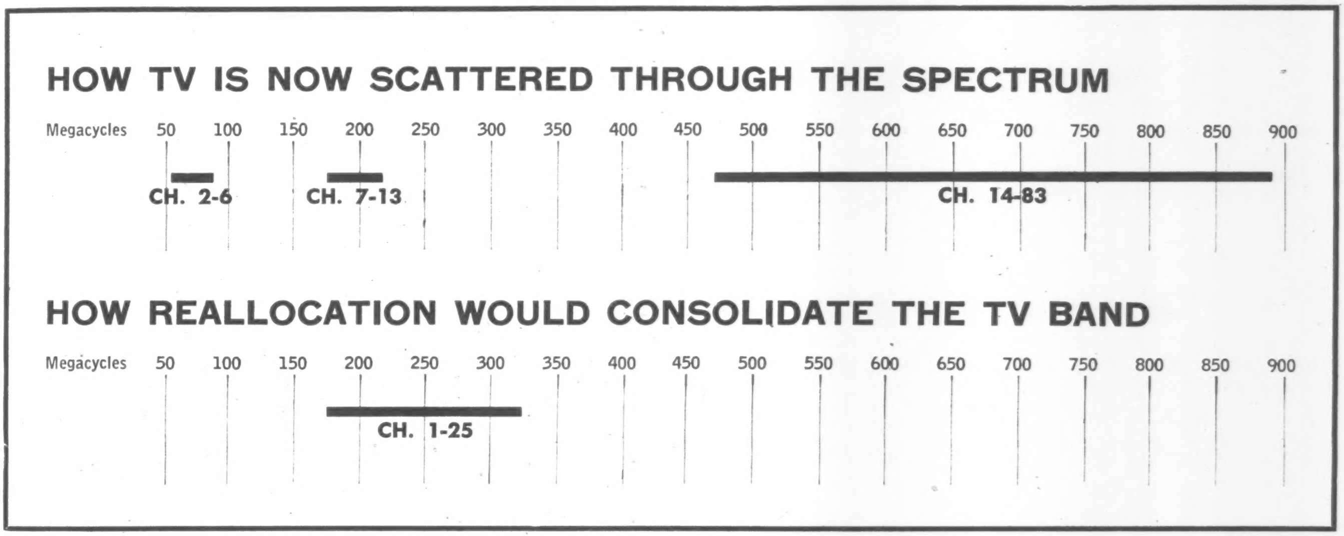
"A. That the Commission's technical frequency allocation group meet periodically with the IRAC technical frequency allocation group for future planning (SSFA) for the purpose of planning U. S. future long range radio spectrum usage. The joint group to meet initially for the purpose of producing suitable terms of reference, chairmanships and so forth to guide its endeavors; and

"B. The FCC and ODM to appoint an

individual from each organization for the purpose of providing joint FCC-ODM policy guidance to the joint technical group as necessary."

In my opinion these suggestions of the ODM merely constitute a better use of the existing machinery governing the joint administration of the radio spectrum. Heretofore most of the negotiations between the FCC and the government have been handled by a lower echelon of officials. The details of such joint administration have not received the day-to-day policy guidance from officials in the higher echelon of government. The lack of such day-to-day policy guidance has not been conducive to solutions of the joint allocation problems on a broad basis. The proposal of the ODM merely rectifies this fault.

18. The Commission has not yet responded to the suggestion of ODM. I recommend urgently that it respond favorably to this suggestion.



19. There are many who believe that the military is now utilizing more radio spectrum space than actually required for peacetime operations, and that such wasted space should be assigned for non-government civilian use. I cannot subscribe to this viewpoint because our country is not enjoying peace in the sense contemplated in the past. The present condition is one which is "short of war." We are on minutes' notice of a possible attack. Many of our defense forces are on a continuous operational basis.

20. Moreover, our radar networks and the communications systems which support them as well as other military operations are broadband types of radio operation which inherently require much more spectrum space than realized by those who hold the opinion that the military is wasting spectrum space. While technical improvements are now possible with respect to equipment performance, resulting in some improvement over the previous inefficient use of spectrum space by various radio systems, the pressures of the "short of war" condition indicate that such improvements should be utilized by additional systems.

21. Finally, who, other than the President and the Defense Dept. are in the position to state that certain military operations are not essential to the defense of the country? Since the answer to this question appears to be in the negative, it must be admitted that the use of the radio spectrum space for communications to support these military operations is essential.

22. It has been suggested that there be a single authority with respect to the allocation of radio spectrum space to all users including both government and non-government entities. Some of the Commissioners have expressed the view that such administration should be imposed solely in the FCC. Others have suggested that an additional Commission be established which would have sole jurisdiction in this field replacing both the President and the FCC. It is my opinion that any single organization charged with the administration of the allocation of the radio spectrum space to all users would still be bound to allocate spectrum space to support military communications. It is entirely possible that such a single authority would be compelled to give greater weight to military requirements than to the requirements for a communications system to support the civilian economy.

23. In my opinion the present machinery of the government with respect to the joint administration of the radio spectrum space with the FCC insisting upon the necessity for the allocation of radio spectrum space to support the civilian economy, is more likely to achieve a proper objective than any single agency.

INTERNATIONAL COORDINATION

24. As the Commission is aware any basic change in the allocation of spectrum space must be accomplished with international cooperation.

25. At the present time the Commission is cooperating with the Dept. of State in the preparation for the forthcoming international radio conference at Geneva where allocation problems will be discussed and possible solutions agreed upon. The Commission is familiar with the details of the progress in this preparatory field so I will not elaborate on this subject in this memorandum.

26. At the Geneva Conference, it is anticipated that we will be confronted with proposals from other nations to make room for ionospheric and tropospheric scatter communications and to make room for additional communications facilities for aircraft flying international routes as well as for international standardization with respect to aids to air navigation. Also, we will be confronted with proposals with respect to the use of the additional frequencies for communication with ocean-going vessels and for the control of ship traffic in congested areas.

27. I consider the Geneva Radio Conference to be more in the nature of a short range project than one which will afford a permanent solution to the many problems confronting all nations involved in the field of radio spectrum allocations. Much of the Geneva conference will be involved by the present world-wide conditions which are short of war and hence emphasis may be placed upon the military uses of the radio spectrum.

28. Nevertheless, the Commission should be prepared for suggestions from other governments with respect to the necessity for taking a longer range look at the allocation of radio spectrum space. Consequently, it is again important that the Commission conclude its hearings in Docket 11,997 as well as to formulate long range policies in other portions of the spectrum.

SUGGESTED SOLUTIONS FOR TELEVISION

Immediate Alleviation

29. The Commission should either formulate new rulemaking proceedings or resolve existing rulemaking proceedings to provide equal competitive facilities in some of the major markets of the country. I suggest that the Commission review the proposal of the American Broadcasting Company in this respect as a basis for further discussion.

Short Range

30. As suggested heretofore the Commission should continue to support all of TASO, and upon completion of the work of that organization the Commission should

CRAVEN *continued*

immediately establish a new allocation policy, promulgate new engineering standards to support such a policy, and take such steps as are necessary to place the new policy in effect.

31. It is believed that this short range step could provide a much more effective nationwide competitive system than is possible under the existing policies and standards.

Long Range

32. In order to stimulate discussion with respect to a long range television allocation policy and for the purpose of effecting the necessary cooperation and coordination between the government and industry, it is suggested that the future allocation of the radio spectrum for television be from 174 mc to 324 mc. This would involve deletion of television channels 2-6, leave channels 7 through 13 undisturbed, and add 18 additional channels beginning at 216 mc. The result would be a single block allocation of 25 television channels.

33. A total of 12 mc now allocated to television below 100 mc would be reallocated by the Commission to services other than television. The space 690 mc to 890 mc (a total of 200 mc) would likewise be reallocated by the Commission to services other than television.

34. Eighteen megacycles of spectrum space or below 100 mc and the space from 470 to 690 mc (a total of 238 mc) would be allocated by the President for use by the United States government in return for the total of the aforesaid 108 mc required by the Commission from the government for future television use.

35. It is realized that this long range suggestion is controversial, and at the moment many will believe it to be impractical, particularly the broadcasters. Nevertheless, I am certain that if properly coordinated and planned it is possible of achievement as a logical solution of many of the allocation problems which are urgently in need of affirmative Commission action. At least, those users of radio other than broadcasters would welcome the opportunity thus presented for needed improvement for existing services.

36. Naturally such a plan could not be made effective short of seven to ten years in the future. We must recognize the necessity of amortizing existing investments, the necessity to provide for transition operation, and the necessity of providing an orderly method of making the changes effective from the standpoint of new investment and of planning by manufacturers, in the design, production, and marketing of new equipment.

37. I know of no other course of action open to the Commission which would solve the basic problem with respect to telecommunications except possibly new developments with respect to multiplexing of television channels. While there has been some research in the laboratories of this country in the field of multiplexing, I am not impressed with the practicality of securing much relief from the application of this possible development.

38. I wish to re-emphasize that the specific suggestions contained herein are designed to serve merely as a basis of discussion and to illustrate principles rather than details.

T. A. M. Craven
Commissioner

SIOUX CITY, IOWA,
home of
KVTV,
NATION'S
NO. 1 IN
JUNE SALES PERFORMANCE
Highest June Retail Sales Above National Average*
See your KATZ man
*Sales Management, June 6, Page 118

FCC Rejects Two Applications In Early Portland Tv Skirmish

Two applicants for dropped-in ch. 2 at Portland, Ore., were denied waiver of minimum adjacent channel mileage separation by the FCC last week. At the same time, the FCC notified two other applicants of the necessity for hearing.

Tribune Publishing Co., which is licensee of KTNT-AM-FM-TV Tacoma, Wash., and KPTV (TV) Portland, Ore., now on ch. 12 and which has filed an application to change to ch. 2, were told that the antenna sites they propose are less than 60 miles from KSLM-TV Salem, Ore., on adjacent ch. 3. Both applicants may amend to specify sites which will conform to the minimum mileage separation.

The other applicants are Fisher Broadcasting Co., controlled by KOMO Seattle which in turn controls KOMO-TV Seattle, and KPOJ-AM-FM Portland.

Both Tribune Publishing and KPTV in asking the waiver specified sites on an antenna farm near Portland.

Allocations, Ratings Up for Senate Inquiry

Hearings on two phases of broadcasting are scheduled this week by the Senate Interstate & Foreign Commerce Committee —one on allocations, which the committee has had under scrutiny off-and-on for several years, and the second on rating services, an entirely new matter for congressional inquiry.

The allocations hearings will resume Tuesday (tomorrow) and run through Wednesday with emphasis on community antenna tv systems. Proponents and operators of CATV will testify tomorrow with the FCC to be called back Wednesday. Hearings on the same subject were held late last month [GOVERNMENT, June 2] with testimony taken from the FCC and small-market broadcasters opposed to CATV.

At that time, the broadcasters claimed CATV operators have an unfair competitive advantage and that the Commission must regulate them. On the other hand, the FCC maintained it cannot guarantee the economic success of tv stations and should remain out of the picture.

The Commission also will face questioning about its overall allocations policy, which of late has been high on the FCC's own agenda (see page 56).

Sen. A. S. (Mike) Monroney (D-Okla.), committee member and bitter critic of the rating services, long has championed an airing of their effect on tv programming. He maintains current programs are inferior because their continuance and/or success depends on ratings.

The ratings inquiry is scheduled for Thursday and Friday with James Seiler, director of ARB, the first witness. Others scheduled to testify include Edward C. Hynes, Trendex president; Albert Sindlinger, president of Sindlinger & Co.; Allen Jay, vice president-general manager of Videodex, and unnamed spokesmen for A. C. Nielsen Co. and The Pulse Inc.

Tuesday witnesses on CATV will include E. Stratford Smith, National Community Tv Assn.; Cliff Collins, Pacific Northwest Community Tv Assn.; Arches S. Taylor, Montana Community Antenna Tv Assn.; W. L. Reiher, Cable Vision, Twin Falls, Idaho; Charles Crowell, Community Tv Assn. of Wyoming; Milton J. Shapp, president of Jerrold Electronics Corp.; George R. Town, executive director, Television Allocations Study Organization; Paul McAdams, president of Montana Community Antenna Tv Assn.; Glenn Flynn, Tv Inc. of Tyler, Tex.; Charlotte Brader, Havre, Mont., and Randolph Tucker, Fairmont, W. Va.

Action Demanded on Allocations

In the wake of NBC's announced dropping of uhf station WBUF (TV) Buffalo [LEAD STORY, June 16] the Committee for Competitive Television in Washington, D. C., sent a letter last week to all members of the FCC demanding that the Commission "establish . . . a competitive and non-monopolistic television system in the United States." The FCC should "move forward with utmost vigor on de-intermixture proceedings," CCT said.

The letter was signed by John W. English, chairman of CCT, and Wallace M. Bradley, the organization's executive director.

FCC Overshadowed By Adams-Goldfine

Applicants before the FCC in comparative tv cases whose actions have been questioned by the House Legislative Oversight Subcommittee received a "stay" last night when the subcommittee centered its activities on non-broadcast matters before the Federal Trade Commission.

The subcommittee, established in March 1957 to investigate six regulatory agencies, had been on a one-track FCC inquiry since January with public hearings on several cases. Hearings this week and for an undetermined time in the future will continue to center on Presidential Assistant Sherman Adams, New England industrialist Bernard Goldfine and matters before the FTC and Securities & Exchange Commission.

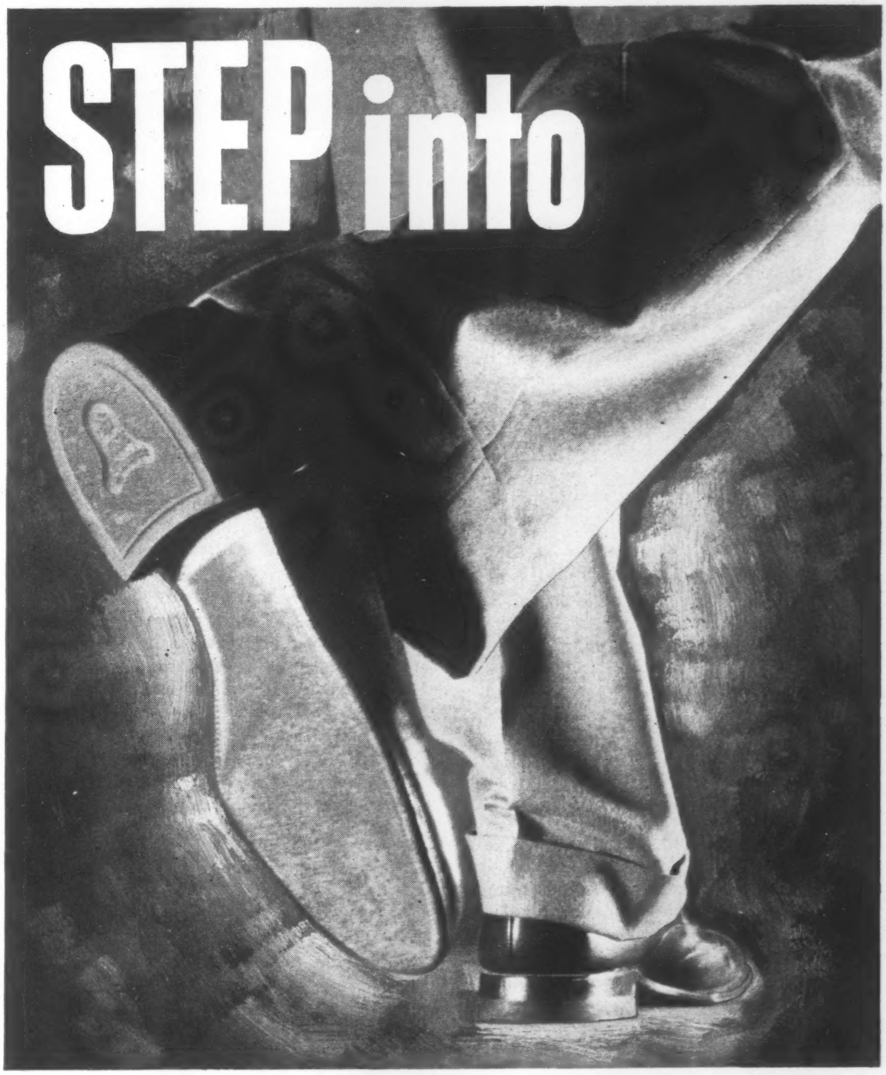
Asked Thursday when the subcommittee would return to FCC matters, Chairman Oren Harris (D-Ark.) replied: "When we get through with this [Adams-Goldfine inquiry]." The subcommittee staff has completed or is nearing completion the investigations of tv grants in Boston (ch. 5), Miami (ch. 7), Pittsburgh (ch. 4) and Indianapolis (ch. 13). Further testimony also is scheduled on the FCC's shift of ch. 2 Springfield, Ill., to St. Louis and assignment of that facility to then ch. 36 KTVI (TV) [GOVERNMENT, June 16].

In a history-making appearance, Mr. Adams testified before the subcommittee last Tuesday on his relations with Mr. Goldfine. The President's right-hand man admitted that Mr. Goldfine, a close personal friend, had given him several expensive gifts, had paid his hotel bills and that he had interceded on behalf of Mr. Goldfine at the FTC. He admitted that he may not have acted "prudently," but denied any attempt to influence the agency's decision.

"I have no excuses to offer. I did not come up here to apologize to you and your committee," Mr. Adams told Rep. Harris. Mr. Adams said under questioning that he participates in appointment of commissioners and final clearance comes through his office. Without elaborating, he also admitted he has in the past asked members of regulatory agencies to resign. (At the time Comr. Richard A. Mack resigned under fire for the role he played in the Miami ch. 10 grant. [GOVERNMENT, March 10], there were widespread reports that the White House had demanded his resignation.)

Rep. Harris asked Mr. Adams if he thought the President should have the authority to designate the chairman of the FCC and other agencies. The witness replied that he had not studied the matter and did not wish to take a position.

"If I understand your question correctly, nothing could be further from the truth," Mr. Adams replied when asked if one of



274,650 TV HOMES*

JACKSON, MISSISSIPPI

When you walk into the lives of 1,452,800 people, you walk into greater profits. These families have an average effective buying income of $5,735.** They're in a sales-lively market rich in growth potential, where retail sales have increased a whopping 125% in ten years and where buying power is up 40%! Only two great TV stations in Mississippi's capital city reach this market. Why stay on the outside? The best door in the world is open to you.

**Television Magazine* ****Sales Management 1957 Survey of Buying Power*

MISSISSIPPI IS SOLD ON TELEVISION

WLBT
CHANNEL 3
HOLLINGBERY

WJTV
CHANNEL 12
KATZ

his missions is to appoint a "certain type" of official to the regulatory agencies.

The SEC said Thursday it has been asked to testify before the House group tomorrow (Tuesday), but this has not been confirmed by the subcommittee. Rep. Harris stated this week's program would be announced over the past weekend.

Two Adverse Decisions On NBC, Philadelphia

NBC found itself on the middle of two law rulings last week—both involving its WRCV-AM-FM-TV Philadelphia.

The Supreme Court agreed to review a lower court's dismissal of a government antitrust suit against NBC and its parent company RCA. The suit related to the 1955 exchange of stations between NBC and Westinghouse Broadcasting Co.

The U. S. Court of Appeals told the FCC that the Philco Corp., Philadelphia, had standing to protest the renewal of the licenses of the Philadelphia NBC stations.

The Supreme Court decision—the case will be heard sometime next term—will answer the significant question whether the Dept. of Justice is barred from filing an antitrust suit after the FCC (or any other federal agency) has approved an action complained of.

The FCC okayed the controversial swap of stations (NBC's Cleveland outlets for Westinghouse's Philadelphia stations plus $3 million to Westinghouse) in December 1955. The Justice Dept. filed suit a year later. The suit was dismissed by Philadelphia District Judge William H. Kirkpatrick in January of this year on the ground that the Justice Dept. should have intervened before the FCC, or filed its appeal in the courts within the required time after the final FCC approval. The Justice Dept. directly, as was its right, asked the Supreme Court to rule on its jurisdiction to bring Sherman Act suits in the federal courts, even after a federal agency has approved the disputed action.

In the Philco case, a split appeals court ruled that since Philco was a competitor of RCA in the home appliance manufacturing field, it has standing to file a protest.

Philco protested renewal of the licenses of WRCV-AM-FM-TV Philadelphia last year. It charged that RCA's ownership of the Philadelphia stations constituted an unfair competitive advantage over Philco in the Philadelphia market. The Commission said Philco had no standing. The court held that Philco's allegations that RCA was using its facilities in Philadelphia injuriously to Philco was sufficient to give that company standing.

The opinion was written by Circuit Judge Charles Fahy for himself and Judge George T. Washington; Judge J. Warren Madden, of the U. S. Court of Claims sitting by designation, dissented, arguing that giving Philco standing was an act of "generosity . . . completely unjustified." He said the problem was actually a broad one whether a radio or tv network should be permitted to be owned by the owner of any other business.

FCC PICKS STERN TO REHEAR CH. 10

- **Retired Pa. chief justice**
- **Proceeding starts tomorrow**

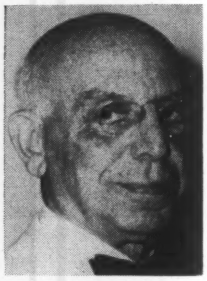
The FCC picked a Philadelphia lawyer to preside over the tainted Miami ch. 10 case.

Judge Horace Stern, 79, of Philadelphia, will preside in the controversial ch. 10 hearing as a full-fledged FCC hearing examiner, the Commission announced last week.

An eminent and erudite jurist, Judge Stern was Chief Justice of the Pennsylvania Supreme Court from 1952 until he retired last year. He was a justice of the state Supreme Court since 1935. Before that he was presiding judge of the state Court of Common Pleas, having been appointed to that court in 1920.

The Miami ch. 10 trial was ordered by a federal appeals court last April following the disclosure that private lobbying had taken place by some of the applicants. Comr. Richard A. Mack resigned as a result of testimony before a Congressional committee regarding his vote in the Miami case. A grand jury is still investigating the evidence unearthed by the House Legislative Oversight Committee and the FBI.

The hearing was ordered after the U. S. Court of Appeals in Washington remanded the case to the FCC. The February 1957 FCC decision granting ch. 10 to a subsidiary of National Airlines had been appealed by WKAT Inc. (A. Frank Katzentine), one of the three losing applicants. The others are L. B. Wilson Co. and North Dade Video Inc.



JUDGE STERN

The FCC ordered the hearing to investigate the following issues:

- Whether any FCC commissioner voted in the final decision who should not have.
- Whether any improper *ex parte* influence was brought to bear on any of the FCC commissioners.
- Whether any parties to the case knew of improprieties or misconduct in connection with the comparative hearing proceedings.
- Whether the ch. 10 grant to what is now WPST-TV was void originally, or should be made void; and whether any of the applicants was or is disqualified, and whether the conduct of any applicant although not disqualifying reflects adversely on the character of the applicant.

Eastern Airlines, which sought unsuccessfully to intervene in the original FCC proceedings, is also seeking to be made a party to the new hearing. Eastern opposes the grant to National Airlines.

The attorney general of the U. S. also is an *amicus curiae* party to the new hearing.

The hearing is scheduled to get underway today (Monday) with a pre-hearing conference in Hearing Room 1420 of the FCC. The Commission in last week's announcement indicated that some hearings, if it is found necessary, may be held outside of Washington. Judge Stern will serve as an official FCC hearing examiner at Grade 15 ($11,610).

Judge Stern was born in Philadelphia August 7, 1878. He was graduated from the U. of Pennsylvania with a B.S. degree in 1899, and received his LL.B. *summa cum laude* also from the U. of Pennsylvania in 1902. He practiced law with the firm of Stern & Wolf in Philadelphia from 1903 to 1920. In World War I he was a major in the ordnance department of the Army.

Holder of numerous honorary degrees, Judge Stern's standing in his community may be judged by his affiliations: American Bar Assn.; Pennsylvania Bar Assn.; Philadelphia Bar Assn.; American Judicature Society, American Law Institute, Academy of Political and Social Science; Historical Society of Pennsylvania, Academy of Natural Sciences of Philadelphia, Pennsylvania Society, American Jewish Historical Society, American Legion, Phi Beta Kappa, Beta Gamma Sigma, Order of the Coif. He is a member of the Lawyers, Contemporary, Midday Philobiblon and University Clubs. He is a Republican and a Mason. Judge Stern lives on Rittenhouse Square in Philadelphia.

Morse Asks Senate Inquiry On Federal Agency Practices

Sen. Wayne Morse (D-Ore.) called for an inquiry into the policies and practices of federal regulatory agencies last week after a slashing attack on the lack of integrity and "judicial" propriety among some government officials. He spoke to a luncheon meeting of the Federal Communications Bar Assn. in Washington.

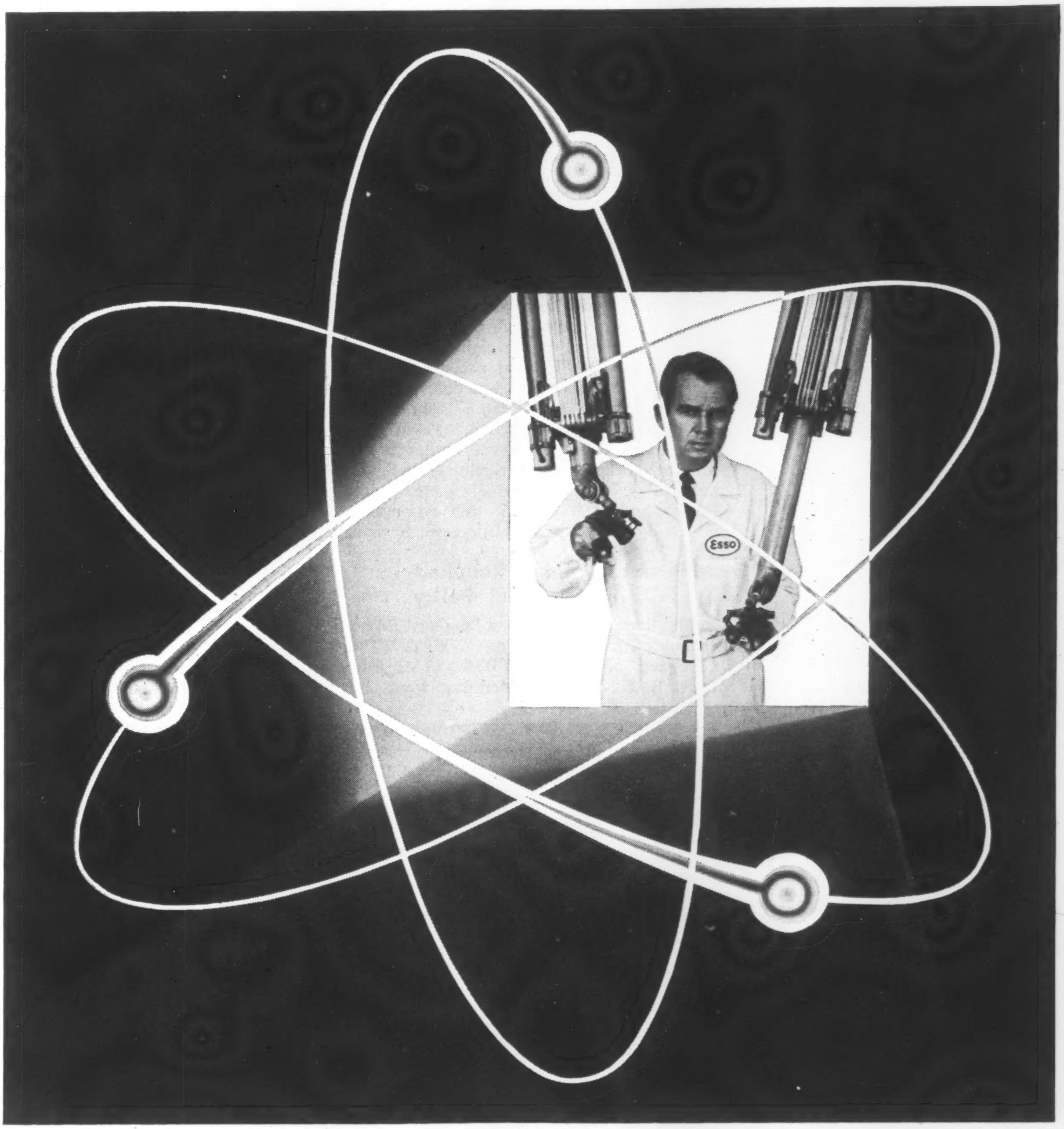
Sen. Morse urged establishment of a select Senate committee to inquire whether agencies have been unduly influenced by the industries they regulate as well as whether these agencies have properly applied the powers granted to them by Congress.

He said he would support a requirement that all communications from congressmen to the FCC or other regulatory agencies be made part of the public record of a case. He also said he was in favor of requiring all public officials—congressmen as well as government executives—to file a public disclosure of their income and its sources and gifts each year.

Sardonically, the Oregon senator stated that the "judicial" element of quasi-judicial authority "has been eroded to the proportion of pebbles where boulders of integrity are to be expected." Government regulatory officials must observe the same ethical standards as judges, Sen. Morse said. These officials, he continued, must be independent of political pressures and the agencies must be made attractive in terms of prestige and income to be careers in themselves and thus obviate the relationship between the specialized agencies and the employment opportunities for officials in the industries that officials of these agencies regulate.

ESSO RESEARCH works wonders with oil

Oil and the peaceful atom — a powerful research team



Using highly radioactive material — handled by remote control — scientists at Esso Research team up with the atom to seek new and better petroleum products for you. In other unusual nuclear tests, radioactive tracers are used in developing cleaner-burning gasolines for better engine performance . . . another new way that **ESSO RESEARCH** *works wonders with oil!*

Esso

Court Vacates Grant Of Crosley WLWI (TV)

The U.S. Court of Appeals last week vacated the FCC's March 1957 grant of ch. 13 Indianapolis to Crosley Broadcasting Co. because Comr. T. A. M. Craven cast the deciding vote although he did not sit for oral argument. The court ruled Comr. Craven should not have voted without first hearing oral argument and ordered the Commission to set the case for argument.

In vacating the Crosley grant, the court told the Commission it could take steps deemed necessary to maintain uninterrupted service on ch. 13, now WLWI (TV). The court did not rule on whether Comr. Craven is disqualified from voting in the case, stating that any final FCC order could be appealed for review in a new proceeding.

WIBC Indianapolis, one of three losing applicants for ch. 13, appealed the grant on the grounds Comr. Craven should not have been allowed to vote since, while a consulting engineer, he assisted WIRE Indianapolis in preparing its ch. 13 application. The Commission ordered Comr. Craven to vote, breaking a 3-3 tie, and he received a formal legal opinion by the Commission's general counsel that it was his duty to break the tie. The fourth ch. 13 applicant was Mid-West Tv Corp., which received a favorable initial decision.

Two days after the court handed down its Monday decision, WIBC offered to purchase the physical plant and facilities of WLWI for the "reasonable replacement cost, less depreciation."

Of the present Commission, only Comrs. Craven and John C. Doerfer voted for Crosley. Comrs. Robert T. Bartley, Rosel H. Hyde and Robert E. Lee dissented. Also voting for Crosley were Comrs. George C. McConnaughey and Richard A. Mack, who no longer are members of the Commission.

The decision was handed down by Chief Judge Henry W. Edgerton and Circuit Judges Wilbur K. Miller and John A. Danaher.

Court Upholds FCC Refusal To Delete Hartford Ch. 3

A federal court last week upheld the FCC's 1957 refusal to delete ch. 3 from Hartford, Conn.

In a unanimous opinion, the U.S. Court of Appeals in Washington said the FCC had not only followed the procedural requirements for rule-making but had also come to its conclusions not to move ch. 3 from Hartford to Providence, R.I., "not only [on] rational but reasonable [grounds]."

The court pointed out that ch. 3 was assigned to Hartford in 1952 when the tv freeze was lifted and the uhf stations appealing "took their licenses with full knowledge of the situation . . ."

The appeal was made by Springfield Television Broadcasting Corp. (WWLP [TV] Springfield, and WRLP [TV] Greenfield, both Mass.). The appeal claimed that the uhf stations would be destroyed by the operation of a second vhf outlet in the area—WNHC-TV New Haven already was operating on ch. 8. They also claimed the Commission did not weigh this impact on uhf operations and on other questions including the need for vhf in Providence.

Ch. 3 Hartford was awarded to WTIC there in 1956 and WTIC-TV went on the air in September 1957.

The court's decision was written by Circuit Judge E. Barrett Prettyman for himself and Judges David L. Bazelon and Walter M. Bastian.

FCC Renews WCRT License Over Dissent of Comr. Lee

The FCC last week renewed the license of WCRT Birmingham, Ala., which has a format of "good music" and news, but Comr. Robert E. Lee dissented because he wants more information developed on whether a solely music-news schedule should be considered as "program imbalance," even though the music is of the "good" variety.

Comr. Lee said he dissented because he felt a vote for renewal might be "prejudging" the case of the eight Atlanta stations which the FCC has asked to explain their straight music-news schedules [CLOSED CIRCUIT, March 31, *et seq.*]. Even though the WCRT music is "good," Comr. Lee said, there is a question of whether the task of broadcasting agricultural, religious and public service announcements should fall on other stations in the community which do not have all music-news formats.

Jefferson Stations Rebuked By FCC on Editorial Policy

The licenses of Jefferson Standard Broadcasting Co.'s WBT and WBTV (TV) Charlotte, N. C., and WBTW (TV) Florence, S. C., were renewed last week, but only after the FCC wrote a letter chastising the company for inadequacy in treating both sides of the subscription tv question in its broadcasts, which the FCC said, were "weighted unreasonably" against pay tv and in favor of the present system.

The licenses nevetheless are being renewed, the FCC letter said, because a review of operations during the last license period "does not indicate that you have been otherwise remiss in your over-all operations." The FCC said it found no other instances "in which you have deviated" from the Commission's report on "Editorializing by Broadcast Licensees."

Comr. T.A.M. Craven dissented from the FCC letter on the same grounds as he did in the FCC letter to the Newhouse station in Birmingham on subscription tv editorializing [GOVERNMENT, June 9]: that the FCC should not interfere with station programming.

Three Hit WVEC-TV Application For Temporary Use of Ch. 13

A request by WVEC-TV Hampton, Va. (ch. 15), for special temporary authority to operate on ch. 13—pending the outcome of a contest for the vhf facility with two other applicants is being assailed on three fronts.

WAVY-TV Portsmouth (ch. 10)—which WVEC-TV claims is causing "dangerous electrical interference" to its visual signal through harmonic radiation from tv sets tuned to WAVY-TV—has attacked the WVEC-TV request. So have WTOV-TV Norfolk (ch. 27) and Virginian Tv Corp., competing with WVEC-TV for ch. 13. Both of these applicants promptly filed for temporary operation on ch. 13 themselves.

WVEC-TV told the FCC it has had

THE new Savings Bond Peace Patrol designed to promote sale of U.S. savings bonds, was inaugurated Monday by the Lone Ranger, radio-tv-film star, during a Washington appearance with Jack Wrather Jr., operator of KFMB-AM-TV San Diego, Calif., and other broadcast properties as well as head of Jack Wrather Productions Inc. Left to right: Mr. Wrather; Lone Ranger; Vice President Richard M. Nixon; William Shay (rear), vice president of Jack Wrather Productions; Mrs. Jack Wrather Jr. (Bonita Granville); Jack Wrather III (rear); Mrs. William Shay; James M. Stiles Jr., national director of Treasury's Savings Bonds Division.

complaints from viewers of interference since WAVY-TV went on the air Sept. 1, 1957, and that an engineering study revealed the interference came from sets tuned to ch. 10.

Both WAVY-TV and Virginian charged that the WVEC-TV application was irregularly made out and thus "fatally defective." They noted that WTOV-TV had been turned down by the FCC last year in a similar request for temporary operation on the vhf channel. Virginian charged such operation would prejudice its rights in the hearing on the case set to begin July 24.

Howell Files First Comments In FCC's Inquiry Into CATV

The first comments on the FCC's fact-finding inquiry on community antenna tv systems, translators, satellites and boosters [Government, May 26] were filed last week by Rex Howell, president-general manager of KREX-TV Grand Junction, Colo., and satellite KFXJ-TV Montrose. Comments are due by this Friday.

Meanwhile, the National Community Television Assn. has asked an extension to Aug. 1 of the date within which comments must be filed and extension to Aug. 22 for replies. NCTA said questions posed by the FCC require extensive study and that NCTA, as the only national organization serving community antenna operators, has a "task of tremendous scope" in filing comments and replies to meet the deadline.

Among Mr. Howell's points: (1) tv stations, their satellites and legal translators should get priority over CATV systems and illegal boosters in the FCC's consideration of which are best for the public interest; (2) the FCC has the duty to protect a tv licensee from economic injury from CATV and illegal boosters if such injury would adversely affect the licensee's maximum service; (3) the FCC is legally empowered to regulate CATV systems; (4) the FCC should require CATV systems to get permission from the originating station and network for programs retransmitted and CATV systems bringing in a station signal from another state should be considered as common carriers in interstate commerce; (5) CATV systems, to receive equal consideration with broadcasters, should be required to make showings of their plans to serve rural as well as city areas.

Mr. Howell said KREX-TV declined to take part in the construction of an illegal booster to serve Glenwood Springs, 75 miles away, fearing its license would be jeopardized. The booster was built and gets its signals from an out-of-state station on the same channel as KREX-TV (ch. 5), resulting in interference to KREX-TV, he said.

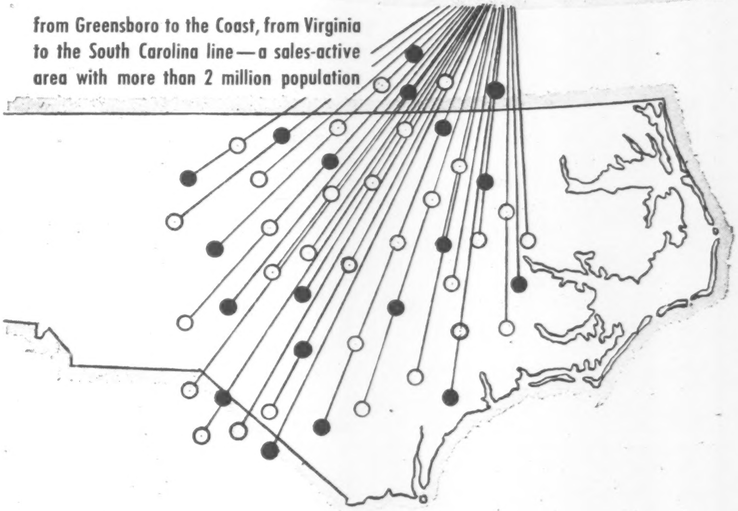
The FCC in an April 3 decision washed its hands of the CATV issue by finding that such systems are not common carriers and thus are not under FCC jurisdiction. But a wave of protests from western tv stations—smarting under competition from a system which is entirely unregulated and which even uses the signals from regular tv stations—came to a head during the NAB convention [NAB Convention, May 5], with the result that the FCC issued its fact-

Proof of The "PULLING"

by...

WRAL-TV

radiating effectively from the
RALEIGH-DURHAM
area



from Greensboro to the Coast, from Virginia to the South Carolina line—a sales-active area with more than 2 million population

A brief one-week contest on our Cap'n Five program . . . with a modest prize of a Lone Ranger and a Tonto plastic figurine . . . requiring a real labor of love effort (making the most words from the letters in CHANNEL FIVE) pulled 5000-plus entries* from

253 post offices—in 45 counties
in North Carolina, Virginia and South Carolina

That's just a sample of our area coverage and audience responsiveness. Test for yourself the buying power—and buying desire—of the WRAL-Televiewers in this land of pleasant living.

*(*The winning Miss had 392 words, verified by our best unabridged dictionary)*

FULL POWER **CHANNEL 5** **NBC AND LOCAL COLOR**
REMOTE UNIT AND VIDEOTAPE

WRAL-TV

First in every ARB survey of the Raleigh-Durham area
(largest share of audience, sign-on to sign-off)

RALEIGH, N. C. **REPRESENTED BY H-R, INC.**

finding order later that month. The western tv operators put their case in testimony before the Senate Commerce Committee [GOVERNMENT, June 2].

I-B, Regional Am's To Fight Super-power

MR. SOWELL

Organization of a group of radio stations —Class I-B's and regionals—to oppose the grant of higher power than the present 50 kw maximum was announced last week by F. C. Sowell, WLAC Nashville, Tenn.

Mr. Sowell made the announcement in Washington, following a special meeting June 17 of representatives of 25 stations.

The new organization is named Radio Allocations Study Organization (RASO), with Mr. Sowell as temporary chairman.

The call for an organization meeting is going out to all Class I-B, II and III stations over Mr. Sowell's signature. The founding group hopes to hold a meeting in Washington this fall, at which time also legal representation and engineering study may be authorized.

The group feels that FCC's clear channel proposed rule-making, issued last April [GOVERNMENT, April 21]—proposing to break down 12 clear channel Class 1-A frequencies—"suggests the utilization of power in excess of 50 kw . . ." and that "the concept of super-power will have a serious adverse effect upon the radio broadcast industry as it now exists. . . ." The words are from a resolution adopted at the June 17 meeting.

In his letter covering a copy of this resolution, Mr. Sowell said: "It seems incredible that any agency would entertain for a moment the idea of placing so much power in the hands of so few—12 stations out of a total of more than 3,000! Both from the standpoint of economics and share of audience it is totally unsound."

Mr. Sowell believes that a different method than super-power of filling in so-called "white areas" to provide primary service can be developed.

Four Bills Introduced in Conflict With Celler Antitrust Measure

Four congressmen last Wednesday introduced identical bills which would exclude "the regulation of rights to broadcast and telecast" professional sports events from antitrust laws. The bills were introduced the same day a highly-controversial measure, which would exempt only those phases of professional sports found to be "reasonable and necessary," was cleared by the Rules Committee for House action.

The four new bills were introduced by Rep. Kenneth Keating (R-N. Y.), Rep. Oren Harris (D-Ark.), Rep. William E. Miller (R-N. Y.) and Rep. Francis Walter (D-Pa.). They exclude, in addition to radio-tv, three other phases of professional football, baseball, basketball and hockey.

Rep. Keating said the new version will be offered as a substitute for HR 10378, introduced by Rep. Emanuel Celler (D-N. Y.), when it comes up for House consideration. Opponents of the Celler measure object to the words "reasonable and necessary," contending they will lead to endless court litigation.

Rep. Keating claimed all four sports involved have announced their support of the new legislation. Minor leagues have complained bitterly in the past that the majors, through radio and television, have encroached upon their territorial rights. Lengthy hearings were held last summer by Rep. Celler's Judiciary Committee, which last month favorably reported out HR 10378 by a small majority. Rep. Keating, ranking minority member of the committee, and 14 other members joined in signing dissents at that time.

Essentially, the new measure would leave television or broadcasting major league games into minor league territory at the discretion of the individual clubs. Rep. Celler charged this would give club owners blank checks to act as they please, even engage in "barbarous" activities to the detriment of players and the public alike.

Under current Supreme Court decisions, baseball has been declared exempt from antitrust laws, but other professional sports have not.

Maine Republicans Renominated; Senate, House Commerce Members

Sen. Frederick G. Payne and Rep. Robert Hale, both Republicans of Maine and members of their respective Interstate & Foreign Commerce Committees, last week were renominated by the GOP in Maine's primary elections. Sen. Payne, seeking his second term, defeated Herman Sahagian by a 5-1 majority. He will be opposed in the Sept. 8 general election by Democratic Gov. Edward S. Muskie.

Rep. Hale, also a member of the House Legislative Oversight Subcommittee, received the nomination in a close three-way contest. His Democratic opponent will be James Oliver, who ran against him in 1956 and still is contesting that election. A July 8 recount of the 1956 ballots has been ordered by the House. Mr. Oliver served in the House as a Republican congressman from 1937-43.

Tampa Applicants Meet Protests On Bids to Waive Mileage Rule

A joint request by five applicants for ch. 10 in the Tampa-St. Petersburg, Fla., area—asking the FCC to waive its minimum mileage separation [GOVERNMENT, June 16] —met opposition last week.

Opposing the joint petition were the sixth applicant, Florida Gulfcoast Broadcasters Inc.; the Assn. of Maximum Service Telecasters, and the Broadcast Bureau.

The five applicants in the joint petition had asked a declaratory ruling that the minimum mileage requirement be waived so the winning applicant could give full coverage to Tampa-St. Petersburg. The antenna farm site they specify is 185 miles from co-channel WPST-TV Miami, 35 miles less than the minimum separation required.

Florida Gulfcoast said last week that the joint petition is an improper procedure; that such a waiver would modify WPST-TV; that the five should have decided on the action before applications were designated for hearing; that they want to re-argue the rule-making which resulted in the drop-in of ch. 10 in the area and want to reallocate it to Tampa-St. Petersburg (Florida Gulfcoast has specified the town of Largo, Fla., for its antenna site); that the new location would be against the public interest; that the FCC has denied such waivers in past cases, and that the proposed site would "eliminate

SEEKS THAT OUNCE OF PREVENTION

WDSU-AM-FM-TV New Orleans, which has received its lumps from the "equal opportunities" provisions of the Communications Act on political broadcasts, last week took the precautionary measure of asking the FCC for clarification on two points involving Sec. 315 about which it is in doubt.

The first was on Sec. 315's express prohibition against censorship of a candidate's speech. WDSU said it carries broadcasts only by candidates for major offices of interest to the greater part of its audience, but that often these candidates have candidates for minor offices appearing on their broadcasts, which would require WDSU to give equal time under Sec. 315 not only to opponents of the candidate for the larger office, but also to opponents of the candidates for smaller offices not of general interest to WDSU-AM-FM-TV audiences. WDSU wanted to know if it could refuse a larger office seeker the privilege of letting candidates for other offices speak during the former's allotted time without interfering to "an unacceptable extent" with his right to use the time as he chooses.

WDSU also wanted to know if it could set up rules to require candidates to use their time on a non-cumulative day-to-day basis. Under such a rule, WDSU said, candidates would be required to use the time available to them under the "equal opportunities" provision of Sec. 315 as pro-rated by WDSU on a day-to-day basis, and the stations would not be swamped in the late part of the campaign by "equal time" demands from candidates who had not used as much time as their opponents during earlier stages of the campaign.

WDSU was put on "temporary" license by the FCC in 1951 under Sec. 315's censorship prohibitions after the station refused to carry parts of a candidate's speech which it considered libelous.

KTNT-T
2
GENERAL ELECTRIC

MAX H. BICE, Director of Engineering, Station KTNT-TV, Tacoma, Washington, **SAYS:**

"With G-E camera tubes, we can use real-life lighting for our studio programs!"

"'BEST over Puget Sound' . . . that's the motto of KTNT-TV, and we keep faith with our many viewers by paying close attention to every detail that affects picture quality.

"Lighting is more than a detail—it's fundamental; so we try for studio lighting that is natural and unforced. It must show persons and objects as they are, without the harsh whites and inky blacks that can ruin realism.

"You need a top-quality camera tube to pick up all the close light gradations in KTNT-TV's kind of real-life studio pictures. G-E image orthicons—like the ones I'm facing and pointing to, in the photograph—have fine sensitivity and an exceptionally good gray scale.

"Also, they're free from burn-in, or image retention. We've found them dependable. It's only fair to give General Electric camera tubes a good share of credit for the quality and success of our local television programs."

* * *

General Electric Broadcast-Designed camera tubes are stocked right in your area—by your G-E tube distributor. Phone him! *Distributor Sales, Electronic Components Division, General Electric Company, Owensboro, Kentucky.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

11-12-303

uhf" in the area (WSUN-TV St. Petersburg, one of the five applicants, is on ch. 38).

AMST, which has a record of opposing waivers of minimum mileage separations, said a waiver would "undermine" the minimum mileage separation principle and that the FCC is not required to abandon its mileage separations to make satisfactory use of ch. 10 in Tampa-St. Petersburg.

Ch. 13 WQED (TV) Seeks U Also

WQED (TV) Pittsburgh—a noncommercial educational tv station on ch. 13 which wants an additional facility on uhf in that city [GOVERNMENT, June 2]—last week took advantage of the demise of a commercial uhf permittee there to ask for a uhf reshuffling which would leave WQED with ch. 16.

The Pittsburgh educational station earlier had asked that ch. 22 be assigned to Pittsburgh for its use, but when ch. 47 WTVQ (TV) Pittsburgh last week turned in its permit, WQED asked instead that dark ch. 16 WENS (TV) Pittsburgh be moved to ch. 22 or to ch. 47. The WQED request was accompanied by written WENS agreement for such a shift.

WQED and WENS announced at the same time that the educational station has purchased WENS equipment contingent on approval of the change proposed by WQED.

WAPI Power Boosted to 50 Kw

The FCC last week granted an increase in daytime power for WAPI Birmingham, Ala., from 10 kw to 50 kw and a change from the station's night-only directional antenna to a directional antenna with a different pattern for day and night. WAPI will continue to operate on 1070 kc with 5 kw, night. The grant included engineering conditions.

At the same time the Commission denied petitions and requests by WIBC Indianapolis, WVOK Birmingham, and WDIA Memphis for a hearing on the WAPI application. Comrs. Robert Bartley and Frederick Ford were absent.

FCC Denies KTSF (TV) Protest

The FCC has turned a deaf ear toward ch. 10 KTSF (TV) Scottsbluff, Neb., in that station's bid for a rehearing of the ch. 13 Alliance, Neb., grant to Western Nebraska Tv Inc. The Commission issued staff instructions denying a hearing, requested on Western Nebraska's "character and financial qualifications" [GOVERNMENT, May 19]. KTSF also has an appeal pending in the courts.

Mid America Favored for New Fm

An initial decision favoring Mid-America Broadcasters Inc., for a Class B fm station on 95.7 mc in San Francisco was issued last week by FCC Hearing Examiner Millard F. French. MBS was a competing applicant for the facility, but withdrew the week before, leaving the way open for a grant to Mid-America. Mutual said its withdrawal was due to a change in policy.

NAB ADOPTS 3-DAY CONVENTION

- **Combined Boards approve limited exhibit plan**
- **Engineering conference will follow past format**

NAB's 1959 convention will be cut down to a three-day program with a limited exhibit format under a plan submitted Friday and approved by the Combined Boards of Directors. Its essentials had been drafted Tuesday by the NAB Convention Committee (see Radio and Tv Board stories, this page).

Film, transcription and other program service firms that have historically exhibited at NAB conventions will be welcomed in 1959—provided they leave their merchandise at home and maintain hospitality suites without scantily dressed models or other carnival trappings.

The convention will be held March 16-18 at the Conrad Hilton Hotel, Chicago.

The annual Engineering Conference will follow the general pattern of recent years.

NAB's directors held three days of meetings last week. The Tv Board, meeting Wednesday:

- Placed a firm ban against white-coat advertising of medical products in the Tv Code (see page 33).
- Endorsed proposed litigation to test broadcast property rights in programs carried over community tv antenna systems.
- Called on the staff to ask FCC not to grant microwave relays to community systems unless they have consent of stations to carry specific programming.

The Radio Board, meeting Thursday:

- Ordered better liaison with Radio Advertising Bureau.
- Approved a month-long radio promotion in 1959 similar to National Radio Month, observed in May.
- Endorsed the Radio Standards of Good Practice campaign, with 533 radio stations adhering to its provisions and utilizing promotional material.

Though the board had decided last January to limit attendance at the 1959 convention to ownership-management delegates plus engineers, the new formula calls for wide-open attendance of those engaged in the numerous facets of the broadcasting industry.

There's a catch to this broad guest list, however. The convention will be featured by two types of meetings—general assembly sessions and separate radio-tv management-ownership business sessions. Any registered delegate will be eligible to attend the general assemblies, but only accredited management-ownership delegates, bearing special badges, will be allowed to attend the private radio and tv management-ownership meetings.

The new format as proposed by the committee calls for a Monday (March 16) noon general assembly and luncheon, featured by the annual NAB keynote award and keynote address. Closed radio and tv ownership-management conferences will be held Monday afternoon and Tuesday morning. A general assembly and luncheon Tuesday noon is to be addressed by the FCC chairman.

Tuesday afternoon will be left open for attendance at exhibits and hospitality suites.

A general assembly Wednesday morning will be featured by the annual FCC-industry roundtable. The NAB president will address the Wednesday noon general assembly and luncheon, followed by the annual convention business session for adoption of resolutions. Ownership-management radio and tv business meetings will be held Wednesday afternoon. The annual banquet will be held Wednesday night, closing the convention.

The equipment show will be confined to NAB associate members who produce equipment used in the technical operations of stations or networks. Any registered delegate or associate member will be eligible to maintain hospitality rooms or suites, subject to availability of hotel accommodations.

This new format places film, transcription and program service firms on the same basis as station representatives.

NAB Radio Board Acts For Close RAB Liaison

NAB and Radio Advertising Bureau will be brought closer together in their promotion of the aural medium under action taken Thursday by the NAB Radio Board.

President Harold E. Fellows, of NAB, was directed to name three members of the Radio Board to a joint NAB-RAB committee. RAB independently promotes radio as an advertising medium, a function that was part of NAB activity until the late '40s.

RAB has participated in the annual NAB conventions, staging a sales clinic each year. The clinic was poorly attended at the recent NAB convention in Los Angeles, with many delegates ascribing this to the complications of the convention schedule and its widely scattered meeting places.

RAB has not taken part in the annual NAB fall regional conferences in recent years. Television Bureau of Advertising, on the other hand, has staged sales clinics at the fall conferences as well as at the annual convention.

The NAB Radio Board was told by John F. Meagher, radio vice president of the association, that 533 member radio stations have signed pledges of adherence to the Radio Standards of Good Practice. These stations pledged to observe the standards' provisions governing advertising and programming and to promote the standards by using visual and audio symbols supplied by the association.

Promotional kits produced by NAB are supplied adhering stations. The kits include a plaque, special disc with an audio symbol orchestrated by Percy Faith, spot announcements, news releases, a speech test and mats for printed material.

Promotion of the radio medium by a

National Radio Month, as in May of this year, instead of an annual week, was endorsed by the Radio Board. Donald N. Martin, assistant to the president for public relations, said 61% of radio members surveyed by NAB favored a month-long observance; 81% endorsed the slogan "Radio Is Close to You"; 98% used NAB's spot announcements during May; 83% used the broadcast news release; 76% used program and promotion ideas, and 70% employed the fact sheet in their observance.

Fm radio is having an excellent year, with more stations on the air, more manufacturers producing receivers and transmitters, and more listeners, the board was told by Ben Strouse, WWDC-FM Washington, board member and a member of the NAB Fm Committee.

The board adopted a resolution asking the NAB Am Committee to investigate ways of getting more radio sets into hotels and motels.

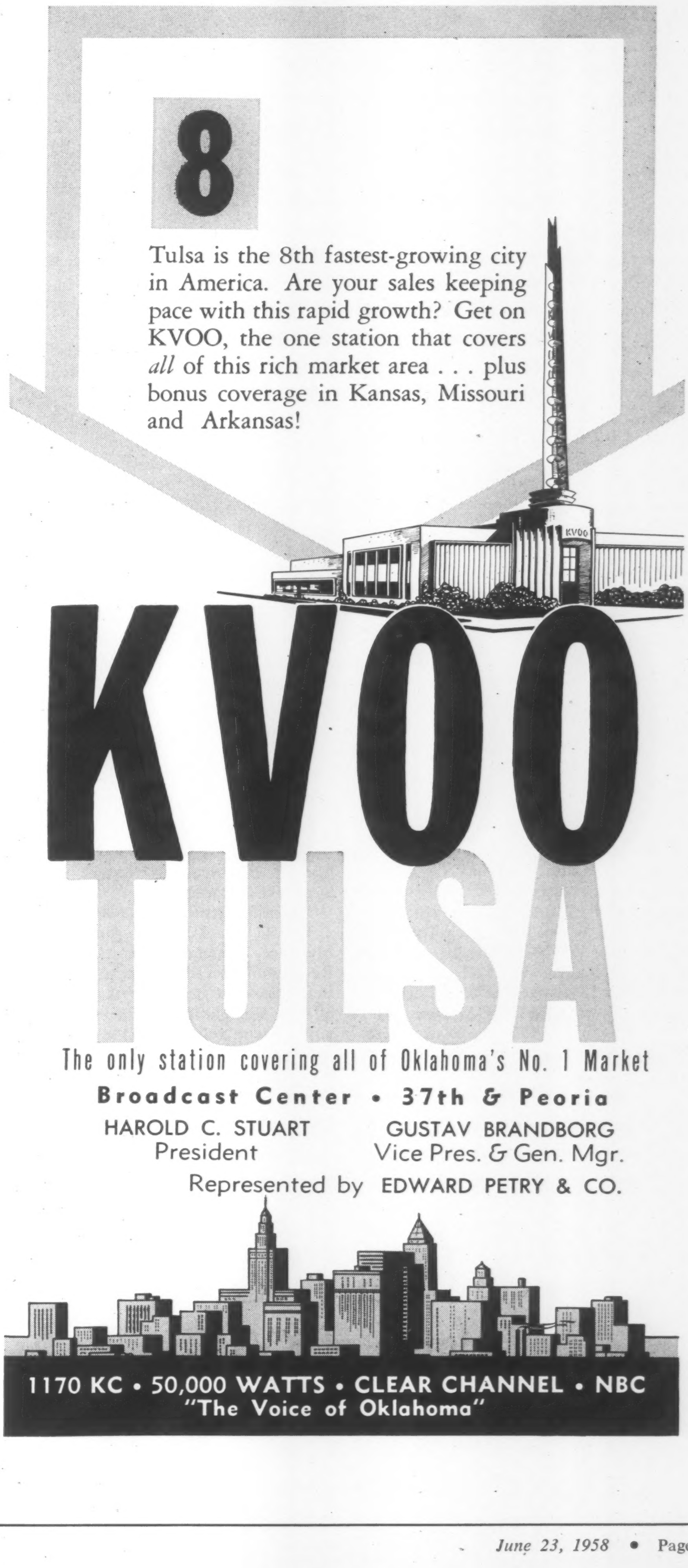
Radio membership totals 1,431 am stations, 344 fm and all four networks, according to Ben B. Sanders, KICD Spencer, Iowa, co-chairman of the NAB Membership Committee, and William Carlisle, NAB station relations manager. They reported on results of a spring membership drive.

J. Frank Jarman, WDNC Durham, N. C., co-chairman of the 1958 convention, and Mr. Meagher reported on the Los Angeles meeting. Simon Goldman, WJTN Jamestown, N. Y., speaking for the Radio Research Committee, said the NAB study of radio audience measurement techniques had aroused interest among advertisers, agencies and research groups. He said the goal is "a total measurement of radio's growing audience."

Robert T. Mason, WMRN Marion, Ohio, who has been directing the all-industry radio music copyright negotiations, reported on progress of the project begun at Los Angeles. Mr. Meagher reviewed developments in the NAB effort to obtain a radio question in the 1960 decennial census. At present, the Census Bureau plans call for a count of single and multiple-set homes but the association is still pressing for inclusion of fm and battery-powered receivers. Efforts to obtain exemption from wage-hour overtime for small-market stations and the status of the North American Regional Broadcast Agreement were reviewed.

Attending the Radio Board meeting:

Daniel W. Kops, WAVZ New Haven, Conn.; Simon Goldman, WJTN Jamestown, N. Y.; Donald W. Thornburgh, WCAU Philadelphia; Jack S. Younts, WEEB Southern Pines, N. C.; Hugh M. Smith, WCOV Montgomery, Ala.; F. C. Sowell, WLAC Nashville, Tenn.; Robert T. Mason, WMRN Marion, Ohio; J. M. Higgins, WTHI Terre Haute, Ind.; William Holm, WLPO LaSalle, Ill.; Ben B. Sanders, KICD Spencer, Iowa; Raymond V. Eppel, KORN Mitchell, S. D.; Robert L. Pratt, KGGF Coffeyville, Kan.; Alex Keese, WFAA Dallas; George C. Hatch, KALL Salt Lake City; Joe D. Carroll, KMYC Marysville, Calif.; Robert J. McAndrews,



8

Tulsa is the 8th fastest-growing city in America. Are your sales keeping pace with this rapid growth? Get on KVOO, the one station that covers *all* of this rich market area . . . plus bonus coverage in Kansas, Missouri and Arkansas!

KVOO

TULSA

The only station covering all of Oklahoma's No. 1 Market

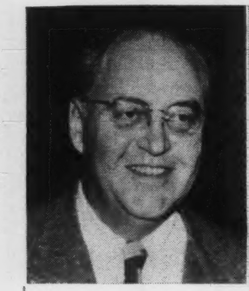
Broadcast Center • 37th & Peoria

HAROLD C. STUART
President

GUSTAV BRANDBORG
Vice Pres. & Gen. Mgr.

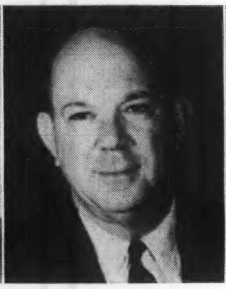
Represented by EDWARD PETRY & CO.

1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"

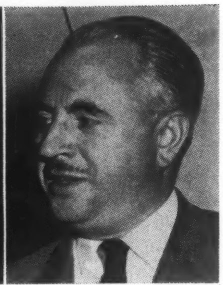


MR. LANE

MR. SHAFTO



MR. JARMAN



MR. MASON

VETERANS ELECTED TO NAB CHAIRS

Chairmen and vice chairmen of the NAB Radio and Tv Boards were elected at last week's meeting of association directors.

C. Howard Lane, KOIN-TV Portland, Ore., was elected chairman of the Tv Board and G. Richard Shafto, WIS-TV Columbia, S. C., was elected vice chairman.

Mr. Lane succeeds John E. Fetzer, head of the Fetzer Stations. Mr. Shafto fills a post held by W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex. Besides serving on the board of Assn. of Maximum Service Telecasters and Oregon State Broadcasters Assn., Mr. Lane is chairman of the CBS Television Affiliates Assn. board.

Mr. Shafto is a former chairman of the NAB Tv Code Review Board and served NAB board terms 1942-50 and 1953-55. At one time he was a director of Broadcast Measurement Bureau.

J. Frank Jarman, WDNC Durham, N. C., and Robert T. Mason, WMRN Marion, Ohio, were elected chairman and vice chairman respectively of the NAB Radio Board. Mr. Jarman, who had been vice chairman, succeeds Merrill Lindsay, WSOY-AM-FM Decatur, Ill. He joined the board in 1954 and is a past president of North Carolina Assn. of Broadcasters.

Mr. Mason is a past president of Ohio Assn. of Broadcasters and has served on many NAB and Radio Advertising Bureau Committees. He was an NAB director 1947-48 and 1951-53. He is active in Advertising Federation of America and U. S. Chamber of Commerce. Like Mr. Shafto, he served on the BMB board.

KBIG Avalon, Calif.; Thomas C. Bostic, KIMA Yakima, Wash.

Harold Hough, WBAP Fort Worth; John H. DeWitt Jr., WSM Nashville, Tenn.; J. Frank Jarman, WDNC Durham, N. C.; Frederick A. Knorr, WKMH Dearborn, Mich.; William C. Grove, KFBC Cheyenne, Wyo.; J. R. Livesay, WLBH Mattoon, Ill.; Ben Strouse, WWDC-FM Washington, D. C.; Merrill Lindsay, WSOY-FM Decatur, Ill.; E. J. DeGray, ABC-Radio; Arthur Hull Hayes, CBS-Radio; Armand Hammer, Mutual Broadcasting System; and P. A. Sugg, NBC-Radio.

Attending from the NAB staff:

Harold E. Fellows, president, Messrs. Meagher, Martin and Carlisle; Everett E. Revercomb, secretary-treasurer; Howard H. Bell, assistant to the president for joint affairs; Vincent T. Wasilewski, manager of government relations; Douglas A. Anello, chief attorney; A. Prose Walker, manager of engineering; and Tom Coulter, assistant to Mr. Meagher.

Nation's Number 1
IN JUNE SALES PERFORMANCE
SIOUX CITY, IOWA,
Home of KVTV,
Highest June Retail Sales Above National Average*
See your KATZ man
*Sales Management, June 6, Page 118

NAB Backs Court Test In Hot CATV Dispute

NAB will support test litigation designed to establish broadcast property rights in program material carried on community antenna tv systems, the association's Tv Board decided Wednesday at its Washington meeting.

The tv directors authorized appropriation of funds for NAB's role in a test case and directed the staff to file comments urging FCC not to grant microwave authorizations to community tv installations without proof the system has obtained consent from the station whose signal is utilized.

A report on the problem was given by C. Howard Lane, KOIN-TV Portland, Ore., chairman of the NAB Community Antenna Committee which met last Monday. William C. Grove, KFBC-TV Cheyenne, Wyo., and Douglas A. Anello, NAB chief attorney, also submitted reports on the subject.

NAB President Harold E. Fellows was directed to name a Television Music Advisory Committee to review economic problems involved in the use of music by tv stations. He was directed to name another committee to study ways of promoting the television medium via tv station promotion.

NAB plans for promotional tv spots were outlined by Donald N. Martin, assistant to the president for public relations. A 13½-minute film is being produced to show tv's impact on the public. He discussed the promotional campaign for National Television Week, Nov. 16-22.

Washington regulatory and legislative developments were reviewed by Thad H. Brown Jr., NAB tv vice president, and Vincent T. Wasilewski, manager of government relations. A. Prose Walker, NAB engineering manager, outlined plans for the 1959 meeting of International Telecommunications Union in Geneva, Switzerland.

William Carlisle, station relations manager, reported membership now includes 328 tv stations, 37 uhf and 291 vhf stations plus the three networks. A total of 308 stations and the three networks subscribe to the Tv Code.

Attending the Tv Board meeting:

Joseph E. Baudino, Westinghouse Broadcasting Co.; John E. Fetzer, WKZO-TV Kalamazoo, Mich.; Payson Hall, Meredith Publishing Co.; Mr. Lane; Dwight W. Martin, WFAB-TV Baton Rouge, La.; James D. Russell, KKTV (TV) Colorado Springs, Colo.; G. Richard Shafto, WIS-TV Columbia, S. C.; J. J. Bernard, KTVI (TV) St. Louis; Henry B. Clay, KTHV (TV) Little Rock, Ark.; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; Willard E. Walbridge, KTRK-TV Houston; Alfred Beckman, ABC-TV; William B. Lodge, CBS-TV; David C. Adams, NBC-TV.

NAB Luncheon Salutes Russell

Frank M. (Scoop) Russell, who has retired from NBC as Washington vice president to set up a consulting business, was guest of honor Friday at a luncheon tendered by the NAB combined boards. Mr.

NOTICE TO EDITORS—This advertisement currently appears in leading national magazines. For more than 30 years, Metropolitan Life has sponsored similar messages on national health and safety. Because of public interest in the subject matter of these advertisements, Metropolitan offers all news editors (including radio news editors), free use of the text of each advertisement in this series. The text may be used in regular health features, health columns or health reports with or without credit to Metropolitan. The Company gladly makes this material available to editors as one phase of its public-service advertising in behalf of the nation's health and safety.

Man most likely to succeed

...in getting over a stomach ulcer

"Yes," said the doctor, "you have a stomach ulcer. If you want to get over it, you must slow down and quit worrying."

"But how do I do it?" the patient asked.

"You've got to work at it. You can't change overnight. About your worries—talk them over with someone you trust. When problems seem insurmountable, leave them awhile—spend a few hours with a book or putter around your garden.

"Let some things wait until tomorrow. After some rest and a good night's sleep, you may view your troubles next day more calmly and clearly."

And so this man . . . convinced that tension and strain are his worst enemies . . . is well on the way to getting over his ulcer.

Many factors contribute to ulcers—too much heavy, spicy food and irregular meals and sleep. But emotional stress seems to be the chief culprit.

When an ulcer is discovered early and treated promptly, however, most patients can relieve their symptoms by diet, acid-neutralizing medicines, and mental or emotional discipline.

Since ulcers tend to recur, patients who have had an ulcer should have periodic medical supervision. **If unchecked,** an ulcer may undermine general health . . . or it may penetrate the wall of the affected organ and require immediate surgery.

Fortunately, operations for these complications are successful in most cases.

Should an ulcer occur, recovery depends largely on the patient himself. If he follows his doctor's advice about diet, medication and a normal daily routine, he stands an excellent chance of overcoming his ulcer and living his normal life.

COPYRIGHT 1958—METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
1 Madison Avenue, New York 10, N. Y.

Russell had been a board member nearly three decades, longer than any other director.

The luncheon was held at the Mayflower Hotel, Washington, where the association directors held a three-day meeting. Mr. Russell was presented a portrait bearing the signature of his board colleagues and a citation.

BPA Board Approves New Plan To Distribute Success Stories

Broadcast success stories will be compiled and distributed to members of the Broadcasters' Promotion Assn. under a plan approved by its board in St. Louis.

The idea was proposed by BPA's special projects committee under the chairmanship of John F. Hurlbut, promotion manager of WFBM-AM-TV Indianapolis. The series will offer analyses of successful sales, programming and promotion campaigns "in depth," according to Elliott W. Henry Jr., ABC Central Div., and BPA president.

The board met at the Chase Hotel June 14 to review plans for BPA's fall convention-seminar and results of its current membership drive. The convention will be held Nov. 16-19 in St. Louis.

A report on convention planning was delivered by Mr. Hurlbut as program chairman and Don Curran, KTVI (TV) St. Louis, as facilities manager. Mr. Curran reported that facility arrangements are 80% complete. Mr. Hurlbut promised "one of the most startling and provocative programs ever developed by a broadcast trade association." James M. Kiss, WPEN Philadelphia, reported 39 new BPA members this year thus far. BPA officers attending were Mr. Henry, Charles A. Wilson, WGN-AM-TV Chicago, first vice president; Montez Tjaden, KWTV (TV) Oklahoma City, second vice president, and William E. Pierson, WBKB (TV) Chicago, secretary-treasurer.

Florida Stations Have System Ready to Go for Storm Warning

Florida's statewide hurricane warning service, created and financed by the state's radio and tv stations, is ready to go into operation, delegates to the 23rd annual convention of the Florida Assn. of Broadcasters were told Friday at a weekend meeting held at the Colonial Inn, St. Petersburg Beach.

FCC Comr. Robert E. Lee told the FAB banquet that Florida broadcasters were performing an important public service in creating the warning facilities. All Florida stations will be linked by fm and Florida highway communications units with weather officials and the governor's office.

The warning service will go into operation within 12 hours of the expected arrival of hurricanes. Military bases will monitor the warnings for their own guidance.

The FAB meeting heard Fred A. Palmer, sales consultant, in a daylong series of clinics and talks. Network affiliates met Thursday and members met Friday.

Matthews Appointed Chairman Of AAAA Broadcast Committee

Leonard Matthews, vice president in charge of media, Leo Burnett Co., Chicago, has been named chairman of the standing committee on broadcast media of the American Assn. of Advertising Agencies for the year 1958-59, it was announced last week. He succeeds Frank Silvernail, formerly manager of station relations, BBDO, New York, and now consultant to BROADCASTING magazine. Vice chairman of the committee is Ruth Jones, J. Walter Thompson Co., New York.

John F. Devine of JWT was reappointed chairman of the 4-A standing committee on television and radio administration with Hildred Sanders, Honig-Cooper & Miner, Los Angeles, reappointed vice chairman. Edward Battey, Compton Adv., New York, was reappointed chairman of the standing committee on research with Peter Langhoff, Young & Rubicam, New York, reappointed vice chairman.

The 4-A board of directors also announced the chairmen of the six committees of the board, chosen from among 4-A directors-at-large, and their respective committee vice chairmen. They are:

Advertiser relations — chairman, Ernest A. Jones, MacManus, John & Adams, Bloomfield Hills, Mich.; vice chairman, Edward A. Cashin, BBDO.

Agency administration — chairman, Lawrence R. Nelson, Campbell-Ewald, Detroit; vice chairman, John A. Cairns, Anderson & Cairns, New York.

Agency personnel—chairman, Raymond F. Sullivan (reappointed), Sullivan, Stauffer, Colwell & Bayles, New York; vice chairman, Ray O. Mithun (reappointed), Campbell-Mithun Inc., New York.

Government, public and educator relations—chairman, Otto Kleppner (reappointed), Kleppner Co., New York; vice chairman, A. E. Aveyard, MacFarland, Aveyard & Co., Chicago.

Improvement of advertising content—chairman, Edwin Cox (reappointed), Kenyon & Eckhardt, New York; vice chairman, Robert E. Allen (reappointed), Fuller & Smith & Ross, New York.

Media relations—chairman, Robert E. Lusk, Benton & Bowles, New York; vice chairman, J. Kenneth Laird, Tatham-Laird Inc., Chicago.

Broadcast News Can Be Salable, Sharkey Tells Carolina Newsmen

Financial returns from a live-wire news department can be "very high" though costs of operation are relatively low, Samuel M. Sharkey Jr., NBC news editor, said in a talk prepared for delivery June 21 before the Radio & Tv News Directors of North and South Carolina.

Newsmen can't double as salesmen, engineers and boom operators and still do a news job, he told the group at its Asheville, N. C., meeting. He outlined simple ways of equipping remote units, explaining they will stimulate "a tremendous local appetite for live coverage." He added, "Where there's an appetite, there's a sale to an advertiser."

Mr. Sharkey said the NBC Radio hourly news programs have been consistently sold out and have a waiting list of customers. He said that NBC as a network does not editorialize but features commentaries by experienced newsmen. "There is a vast difference between exhorting and commenting," he reminded. "We permit newsmen to make solid deductions on the basis of fair and objective analysis of all essential facts, to draw conclusions, to point the way to where events can or might lead next. They are answering the biggest single question our audiences ask: 'The Big Why'."

Pope's 'Mandate' on Radio-Tv Keynotes Catholic Convention

An "unequivocal mandate" from the Vatican to intensify the "cause of Catholic communication" in radio-tv media served as the keynote for the Catholic Broadcasters Assn.'s 10th annual convention in Chicago last weekend.

Program promotion, radio-tv as entertainment media, religious radio, news and interview programs, educational tv and current Catholic radio-tv productions were among the topics explored at the conclave in the Conrad Hilton Hotel June 19-21.

In another keynote message, the Rev. Gabriel Ward Hafford, Milwaukee, described the convention as that of a "service organization" and welcomed priests, nuns and others "who have taken the fourth vow of communications." At one point he asked, "Why worry yourself sick on a 250 w station when you can learn to get ulcers on a network?" He urged more Catholic radio-tv productions, notwithstanding cost considerations.

The "mandate," as expressed by the Rev. Michael Montoya, CBA president, is that stemming from Pope Pius XII's encyclical on radio, tv and motion pictures last Sept. 8. At that time the Pope issued instructions for the Catholic episcopacy on the moral and social responsibilities of those engaged in broadcast as well as other media. As a result, the scope of the Episcopal Committee on Motion Pictures was broadened to include broadcast media [TRADE ASSNS., Nov. 25; NETWORKS, Sept. 16, 1957].

Featured banquet speaker Friday evening was Danny Thomas, CBS-TV and night club personality. Among panelists on the three-day agenda were Martin Hogan, general manager of WCFL Chicago, local American Federation of Labor station; David Croninger, program director of WIND Chicago, and Len O'Connor, NBC Chicago newscaster. A business meeting, including election, was set for Saturday.

Audience Board Names Committee

The National Audience Board, viewer organization, has set up a previewing committee for its Chicago chapter, it has been announced by Peter Goelet, president.

Mrs. Joseph Hector, Illinois state chairman of the board, heads the committee conducting previews for leaders of 46 organizations. Directors of other preview committees are Carol Rollinson, New York; Vera Kaplan, Los Angeles, and Hal Light, San Francisco.

Five MGA Musicians File Suit Asking $250,000 From AFM

Five musicians who were expelled from Hollywood Local 47 of the American Federation of Musicians for dual unionism have filed a $250,000 damage suit against the AFM, Local 47 and three of the local's officers in Los Angeles Superior Court. The suit also asks an injunction to prevent the union and its officers from interfering with employment of the plaintiffs: Justin Gordon, Ted Nash and Larry Sullivan, co-founders of the Musicians Guild of America, and Leonard Hartmann and Uan Rasey, supporters of MGA.

Complaint filed Monday by attorney Richard A. Perkins, charges that Local 47 is attempting to blacklist the plaintiffs and to interfere with their employment on a local or casual basis and points out that NLRB regulations protect their work in radio, tv, motion pictures and recording.

Cecil F. Read, MGA chairman, in announcing the suit, asserted the determination of the new musicians union to provide protection for musicians who openly support MGA. This is the fourth suit to charge the AFM with unlawful interference with musicians' employment, he said, pointing out that eight others, including himself, are working in local employment under injunctive protection.

NLRB's Los Angeles regional office has set July 9-10 for an election to determine whether MGA or AFM shall represent musicians employed by the major producers of theatrical motion pictures as their bargaining agent [AT DEADLINE, June 16].

WBBM Writers Ask Pay Hike

Writers Guild of America East is negotiating with CBS for a 15% increase in WBBM-AM-TV Chicago news writers' 5-year-top pay scale, WGAE attorney Irving Myers has announced. The present maximum in this bracket is $125 a week.

CBS has offered the stations' nine 5-year-men a $7.50 a week increase across the board with $1 added to the present $3 "overnight" (midnight-7 a.m.) premium, the union spokesman said. The offer was made at a WGAE-CBS meeting June 12. No decision was reached.

WGAW Wins New CBS Pact

Staff news and continuity writers for CBS Radio and TV in Los Angeles will receive a 7% increase in base salary, plus other concessions, under a new 22-month contract negotiated with the network by Writers Guild of America, West. An increase in acting editors' fees, special holiday provisions, hospitalization cost sharing, experience and program fees are among benefits won by the writers.

AFTRA Strikes at WINS; IBEW Men Halt Before Pickets

WINS New York was struck last Monday by 10 announcers and program performers because of a contract dispute between the station and the New York local of the American Federation of Television & Radio Artists. The tie-up had not been settled by late Thursday night, despite several mediation sessions during the week, but the station operated continuously with supervisory personnel.

Kenneth Groot, executive secretary of the New York local of AFTRA, said there were four main areas of disagreement in the contract dispute and he described them as "job security, fees for announcers on commercial programs, pension and welfare fund contributions and increased duties for staff announcers, new broadcasters and disc jockeys." A station spokesman said it had offered to guarantee announcers an income of $16,000 annually, said to be an increase of $3,000 over provisions in the old contract, which expired on April 1.

Fourteen station engineers belonging to local 1212, International Brotherhood of Electrical Workers, declined to cross picket lines set up by the strikers at WINS' studios in mid-Manhattan, at the studios off Central Park on Manhattan's West Side and at the transmitter in Rutherford, N. J.

KMJ-TV

KMJ-TV

Leads in Fresno

Leads in farm programs — KMJ-TV's full-time farm editor has all the facilities of the Agricultural Department of the McClatchy Broadcasting Company at his disposal. He also works with McClatchy newspaper farm editors. This, coordinated with on-the-spot film coverage, results in farm programming without peer in Fresno.

KMJ-TV in the Billion-Dollar Valley of the Bees

KMJ-TV • FRESNO, CALIFORNIA • McClatchy Broadcasting Company • The Katz Agency, National Representative

WBC TO TAKE ON OWN REP CHORE

Westinghouse Broadcasting Co. is announcing today (June 23) its decision to expand its sales organization to include national sales and drop its present national representatives.

WBC operates six radio and five tv stations in top U. S. markets. The radio outlets are independents; the tv stations, network affiliates. All rank among leading commercial stations in their markets.

The move, which will not become effective until the summer of 1959, will affect three leading station representatives in the radio-tv field: Peters, Griffin, Woodward Inc., the Katz Agency and Blair-Tv.

PGW represents the bulk of the WBC stations, WBZ-WBZA and WBZ-TV Boston; KDKA-AM-TV Pittsburgh; KYW-AM-TV Cleveland; WOWO Fort Wayne and KEX Portland, Ore. The Katz Agency represents KPIX (TV) San Francisco, and Blair-Tv, WJZ-TV Baltimore. WIND Chicago, another WBC property, is represented by Am Radio Sales, of which WBC is a substantial owner.

In announcing WBC's projected expansion, A. W. Dannenbaum Jr., vice president-sales, lauded the three representation firms for an "excellent sales job over the period of the relationship."

Details of organizational structure, personnel and location of offices for the new Westinghouse national sales organization will be worked out over the year's time.

PGW in a formal statement observed it had known that Westinghouse had looked with increasing interest toward its own national sales organization "as they [WBC] acquired more stations and their national spot billings increased." "Consequently," PGW stated, "we are well prepared for it."

The station representative found it "gratifying that our national spot billings in both radio and television for the Westinghouse stations are at an all time high now." It noted that, excluding WBC stations, PGW represents 27 radio stations, including six that started with the creation of the firm in 1932. In tv, PGW represents 29 stations in addition to the WBC outlets.

In a statement, Edward P. Shurick, executive vice president of Blair-Tv, said: "During the past 11½ months of Blair-Tv representation, we have found the management of WJZ-TV and Westinghouse headquarters personnel most aggressive and cooperative in advancing their Baltimore property into a position of leadership."

In that time, he said, WJZ-TV's national spot billings has tripled.

"This decision comes particularly as a surprise," said Mr. Shurick, "since the trend in recent years has been away from 'house representation'. Television with its multiplicity of detail and increasing diversification of sponsorship including short flight schedules requires the quality of personnel that economically only a major representative can afford in order to gain maximum effectiveness for the station."

WILD-MILD SESSION

The broad subject of radio broadcasting will be explored by Westinghouse Broadcasting Co. during management meetings in French Lick, Ind., opening tomorrow (Tuesday) and continuing through Friday. WBC held a similar meeting for the company's television management in Savannah, Ga., last December.

One highlight of the meeting will be a panel discussion on "Which Way Music—Wilder or Milder." Participants will be Mitch Miller, Columbia Records; Robert Allen, songwriter; Howard Miller, WIND Chicago, and Joe Finan, KYW Cleveland.

One Rep Reports It's Good

Business of Adam Young station representative companies was "better than ever" for the month of May, Mr. Young has told BROADCASTING. May's billings were "highest in our 15-year history." he said, noting a 54% gain over May 1957.

Storz Stations Adopt New Name

The Storz Stations announced June 17 that because of corporate changes the company name has been changed to Storz Broadcasting Co., with no ownership changes involved. The company's stations are WDGY Minneapolis-St. Paul, WHB Kansas City, WTIX New Orleans and WQAM Miami. The latter was operated as a wholly owned subsidiary of the parent Mid-Continent Broadcasting Co. until Dec. 31, 1957, when the Miami Broadcasting Co. was dissolved and its assets taken into Mid-Continent. On May 26 Mid-Continent's name was changed to Storz Broadcasting Co.

WTRL Sales Jump 105% in Year Under New 'Point Four' Formula

A business increase of more than 105% is reported by WTRL Bradenton, Fla., for its first year under ownership of Blues Skies Broadcasting Corp. The independent station's billing for the first five months of 1958 was $53,794.96, compared with $25,919.80 for the same period last year it was announced last week.

Dick Doty, Blue Skies president-general manager, who took over WTRL June 1, 1957, attributes the station's rise to its "Point Four" formula: programming for specialized audiences; continual promotion; "pregnant" selling and pride in community.

Among promotions and programs featured on WTRL: A "Boost Bradenton Business" week that, according to Bradenton Merchants Assn. figures, increased the city's business 20% over preceding weeks; *Breakfast With the Queen,* a live audience-participation show from an old Mississippi river boat; frequent editorializing, and the "Four Point News" format, which consists of half-hourly local, national, international and weather news (only four newscasts a day are longer than the four-minute standard).

DATELINES

Newsworthy News Coverage by Radio and Tv

MILWAUKEE—A chance remark by Lt. Gen. S. E. Anderson, director of Air Research-Development Command, that the Air Force would try to hit the moon in August was filmed by WXIX (TV) here. The statement was made at a news conference at which the station was reportedly the only representative of the broadcast media. In Washington the Pentagon denied that a shot at the moon was contemplated. The general declined to comment to other stations requesting an interview. But the newsfilm of the prediction was broadcast around the nation over CBS-TV.

NEAR FT. WAYNE—Recapture of a bank robber who shot his way out of an Indiana jail June 10 was filmed by WPTA (TV) Roanoke, Ind., newsman Tom Atkins. The coverage was Mr. Atkins' reward for a three-hour vigil at a road-block near the town where the fugtitive eventually was cornered and shot. WPTA's staffer interviewed police who apprehended the criminal and filmed the wounded man's arrival at the hospital.

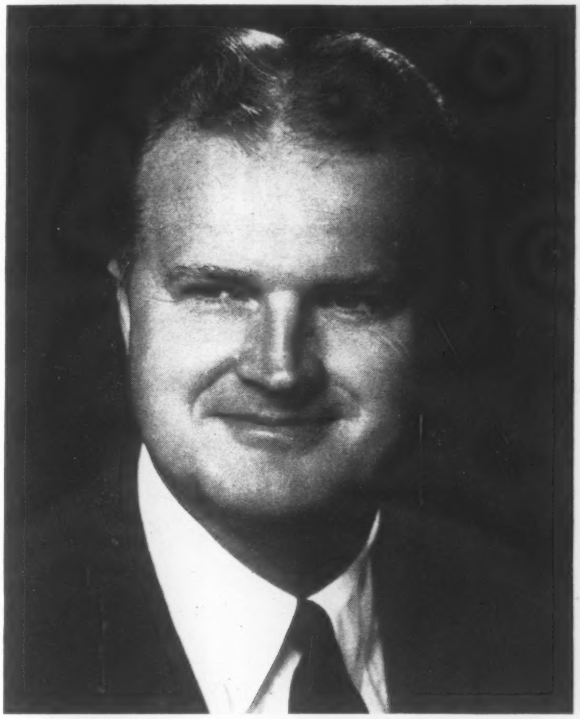
JACKSONVILLE—A 24-minute news scoop over the competition is claimed by WFGA-TV Jacksonville, Fla., in its reporting of the end of the local bus strike June 11. The station covered the 79-day strike with daily sound-on-film interviews of principals in the dispute. WFGA-TV reports it aired off-the-cuff statements by four management-union negotiators and the city council president at the final settlement conference.

WATERBURY—Descriptions of a multiple-alarm fire which broke out opposite WATR Waterbury, Conn., studios were being broadcast before fire apparatus arrived. Apart from describing the conflagration which claimed one life and caused heavy damage to a large building, WATR was used by city officials to ask people not to come to the area, the police to reroute traffic and the Red Cross to contact members of families evacuated from nearby apartments. Occupants from the burning building were interviewed while other Connecticut stations were fed reports by WATR.

SPRINGFIELD—A "first" is claimed by WMBD-TV Peoria in its coverage of an Illinois State Legislature session here. The sound-on-film highlights of Gov. William Stratton's speech aired by the station reportedly are the first to be taken by a tv station at a meeting of the legislature of Illinois.

"Ad Age is the one publication I'd give up last..."

says **DOUGLAS L. SMITH**
Advertising and Merchandising Director
S. C. Johnson & Son, Inc.



DOUGLAS L. SMITH

Mr. Smith started in the advertising business in the mid-thirties, and has gained considerable experience in his profession both from agency positions and as an executive for several leading advertisers. After a post-high school stint as a printer's devil, he took a job in the advertising department of a wholesale house while attending the University of Minnesota. Armed with a B.A. degree (1938), he went into sales work for the U. S. Gypsum Company until World War II. Mr. Smith rose from private to major in the infantry during the war, after which he got his first agency job—with Melamed-Hobbs, Inc. in Minneapolis. While associated with this agency, he also did graduate work in business. In 1949, he joined Swift & Company in Chicago as a product manager, remaining there until 1953, when he moved to New York as an account executive for Batten, Barton, Durstine & Osborn. He came to S. C. Johnson & Son as advertising manager in 1955, and the following year he was advanced to advertising and merchandising director. Mr. Smith is active in the A.N.A. and the Advertising Research Foundation. Outside the field of marketing, he devotes time to creative writing and the study of American history.

"I find Advertising Age is more than a trade publication. It is an *information center*, giving the latest news as well as articles of long-range and educational interest. Ad Age is the one publication in all my reading I'd give up last."

No matter how they phrase their acceptance of Advertising Age, one thing's sure: most of the advertising executives of importance to you consider it an indispensable working tool. For week in, week out, Ad Age functions as the adman's information center—reporting, analyzing and clarifying the news and trends of particular interest to those who *influence* as well as those who *activate* market and media decisions.

At S. C. Johnson & Son, Inc., for example, broadcast gets the lion's share of the firm's advertising. A leading producer of waxes, polishes and other household, commercial and industrial products, the 72-year-old Racine concern spent about $7,000,000 for time and production charges on network tv alone during 1957. A similar appropriation for network tv appears in the 1958 budget. In addition, spot tv allocations for this year call for the use of about 80 markets.

Every week, *21 paid-subscription copies of Ad Age* keep market-interested executives at S. C. Johnson & Son posted on the developments affecting them. Further, every Monday, *386 paid-subscription copies* blanket Foote, Cone & Belding, Benton & Bowles, Inc. and Needham, Louis and Brorby, Inc., the agencies handling Johnson accounts.

Add to this AA's more than 40,000 paid circulation, its tremendous penetration of advertising with a weekly paid circulation currently reaching over 12,000 agency people alone, its intense readership by top executives in national advertising companies—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

ABC ABP NBP

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV

important to important people

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
480 LEXINGTON AVENUE • NEW YORK 17, NEW YORK

1 Year (52 issues) $3

BEFORE THE STORM, THE WARNING

Nearly as quickly as a tornado strikes, broadcasters and weathermen are mobilizing to let the public know. Bad weather warnings have become almost instantaneous in recent months with conversion of Conelrad to meteorological duty.

Just before the start of this year's tornado season, the FCC authorized use of the Conelrad defense warning system for Weather Bureau bulletins. Already the system has been used at least 30 times, many of these in the St. Louis area, also in Minnesota-Wisconsin, Kansas, Louisiana, Florida and elsewhere.

After the FCC order permitting stations to use Conelrad for weather alerts [At Deadine, Dec. 9, 1957; Government, Dec. 16, *et seq.*] stations didn't wait for the Weather Bureau to call them—they quickly got in touch with the local weatherman to volunteer participation. To date the bureau has organized more than 3,000 stations in a system coordinated by 250 Weather Bureau offices across the country.

This is how the weather warning works:

When a regional weather official learns a twister (or blizzard or hurricane) has been sighted, he calls the area "key station," a skywave, 24-hour outlet, which then activates the Conelrad signal on all receivers in the neighborhood. This includes all commercial stations and hook-ups on other broadcast bands which are required to maintain the Conelrad warning device. The signal consists of a five-second carrier break, a thousand-cycle tone and another five-second break, followed by the emergency announcement. Stations repeat this over the air.

KMOX St. Louis, a Conelrad key station and one which urged the FCC to convert the defense warning system for weather use, repeats the Conelrad storm routine twice at intervals after the first warning, in order that other stations may tape the information. For this, KMOX omits its ID.

Participants in the system—stations, manufacturers and others—have enthusiastically rallied around with refinements and extensions of the warning service. Stations have instructed schools and institutions in installing their own Conelrad alarm systems.

Manufacturers report considerable interest in Conelrad receivers and attachments for ordinary receivers. A Conelrad receiver stays tuned during the day and/or night with the speaker muted until it is activated by the 1,000-cycle Conelrad tone.

Weather officials are pleased with the weather-warning score so far. Commercial broadcasters are enthusiastic not only about the chance to serve the community but also because of the coverage opportunities the technique affords.

A tornado is the acid test of the instantaneous warning system. One can come and go in half an hour, with victim communities completely unaware until it's on the horizon. Now, with an electronic assist, the town has a head start in its race with the elements.

U.S. Tv Stations Make Weather Daily Staple

What are television stations across the country doing in weathercasting? How are they presenting weather news? And how great an inroad has the "weathergirl" made? These and other questions were raised in a survey by Warren R. Crofoot of Athens, Ohio.

A total of 115 tv stations from 42 states

6 to 60
Sell'em All
with
RADIO RAHALL

Rahall stations appeal to all . . . and we "sell 'm all" from 6 to 60. Colorful news reporting, music for every mood by outstanding personalities. Try the top-rated morning shows.

WKAP
ALLENTOWN, PA.

Again #1 Hooper, morning and afternoon, April and May. Morning shows 5 to 9 a.m. with Sammy Anderson, Dopey Duncan and Paul Galgon.

WFEA
MANCHESTER, N.H.

Top Pulse, Manchester, Concord, Nashau markets. Morning shows 5 to 10 a.m. with Chuck O'Neill and Norm Bailey.

WTSP
ST. PETERSBURG FLA.

Top Pulse in St. Petersburg-Tampa areas. Morning show 7 to 9:30 a.m. with Johnny Simpson.

WWNR
BECKLEY, W. VA.

#1 Hooper, morning, noon and night. Morning shows 5 to 9:45 a.m. with Russ Cooke and Gary Dent.

WNAR
NORRISTOWN, PA.

Top Pulse in rich Montgomery County market. Morning shows 6 to 9 a.m. with Tony Beckus and Don Jones.

sold nationally thru
WEED & CO.
Joe Rahall, President
"Oggie" Davis, Gen. Manager

SIOUX CITY, IOWA,
home of
KVTV,
Nation's Number 1
IN JUNE SALES PERFORMANCE
Highest June Retail Sales Above National Average*
See your KATZ man
*Sales Management, June 6, Page 118

were represented in the study (58% of 200 stations sent the questionnaire).

Highlights of the survey:

The greater number of outlets report a preference for two daily weathercasts. One station airs a 30-second weather capsule every hour. Another carries 11 daily weather programs. Twelve of the tv stations do not schedule any separate weather shows.

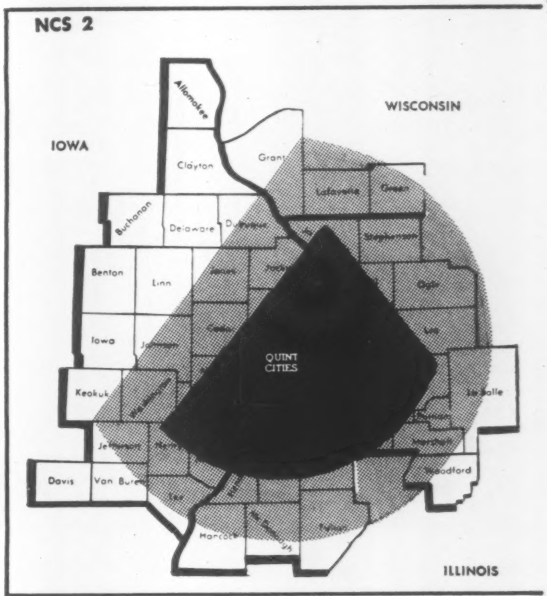
No station reported any programming of weather news of less than five days a week to Mr. Crofoot. Those presenting separate weathercasts seven days a week: 26%; six days a week: 17%; five days a week: 56%. Nearly all forecasts are of five-minute duration.

Any belief that women are taking over weathercasting chores from the men is contradicted by the results of this survey. Only 5% of the weathercasters represented in the study are women.

Before the UP-INS merger, few of the polled stations used INS. The 85% stations using a news wire for their weather information were fairly evenly distributed between UP and AP. In addition to the wire services, 89% of the stations use U. S. Weather Bureau information. Other means of garnering data: Civil Aeronautics Administration at local airports; U.S. Air Force bases; U.S. Coast Guard stations; highway patrols, and college weather ob-

REPRESENTATION contract for the Balaban Stations is signed with Robert E. Eastman Inc., New York, at this St. Louis gathering of principals. Seated are John F. Box Jr. (l), executive vice president and managing director of Balaban Stations, and Mr. Eastman, president of the representative firm. Standing are (l to r) William McKibben, assistant to the vice president, Balaban Stations; Stanley N. Kaplan, sales assistant to the vice president, Balaban Stations, and Richard Arbuckle, midwest manager, Robert E. Eastman Inc. Balaban Stations include WIL St. Louis and WRIT Milwaukee, plus KGKO Dallas which the Balaban group takes over about July 15 [Closed Circuit, May 12].

"1000 ft. above average . . ."
"Tallest tower in the . . ."
"1400 ft. elevation . . ."
"Our new tower is . . ."
". . . over average terrain"
HEIGHT ABOVE AVERAGE TERRAIN DOES NOT ALWAYS MEAN MORE COVERAGE!



▲ Unduplicated NBC-TV COVERAGE
● Unduplicated CBS-TV COVERAGE

51% MORE UNDUPLICATED COVERAGE WITH WOC-TV (NBC)

WOC-TV'S 48 COUNTY MARKET — POPULATION* 1,727,100

Homes*	531,200	TV Farm Homes**	54,912
TV Homes*	398,800	Effective Buying Income*	$2,852,363,000
Farm Homes**	97,101	Retail Sales*	$2,076,120,000

*Sales Management "Survey of Buying Power — 1958"
**U. S. Census of Agriculture — 1954

The Quint-Cities Station — Davenport and Bettendorf in Iowa: Rock Island, Moline and East Moline in Illinois.

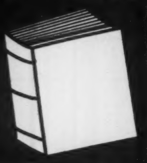
WOC TV
Channel 6 • Maximum Power • Basic NBC

Col. B. J. Palmer
President
Ernest C. Sanders,
Res. Mgr.
Mark Wodinger,
Res. Sales Mgr.
PETERS, GRIFFIN, WOODWARD, INC.
EXCLUSIVE NATIONAL REPRESENTATIVE

WOC-TV - Davenport, Iowa is part of Central Broadcasting Company which also owns and operates WHO-TV and WHO-Radio-Des Moines

United Press International Facsimile Newspictures and United Press Movietone Newsfilm Build Ratings
1

in law...

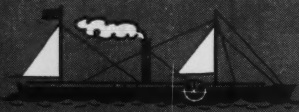


it's Blackstone

in medicine...

it's Gray's Anatomy

in navigation...



it's Bowditch

AND_

IN TV AND RADIO— EVERYBODY COUNTS ON BROADCASTING YEARBOOK!

It's a logical dependence. Just as those other venerable volumes are respected as fountainheads of information in their respective fields, so too is the BROADCASTING YEARBOOK recognized as an authority without peer in the business of television and radio!

Why? First of all, there's nothing else like it. Here is the most complete compendium of accurate facts available. It's handy as well as helpful . . . handier than ever this year *because the* 1958 BROADCASTING YEARBOOK *combines both TV and radio within a single set of staunch covers.* Furthermore, you can't beat its established reputation for reliability. For 23 years now, these information-crammed source books have held a place of importance on the desks and bookshelves of every key person in TV-and-radio advertising. Few reference volumes get dog-eared and thumb-printed so fast by so many makers of decisions as a BROADCASTING YEARBOOK.

Now...right around the corner...is the publication date of the bigger-than-ever BROADCASTING YEARBOOK *for 1958 — bigger because (1) it contains more, and (2) it covers both electronic media in a single edition.*

The publishers of Blackstone, Gray's Anatomy, and Bowditch have life easy compared with the editors of this great yearly sourcebook. The former concern themselves with static facts that change little from year to year. But television and radio are phenomena that today move as fast (and unpredictably) as a greased rabbit. Only the largest, most experienced and most competent editorial staff in the TV-radio business publication field is equipped to assemble such a wealth of up-to-date data ...to check and correlate, prepare and recheck...and then present the facts in comprehensive, useable manner. In short, *only* BROADCASTING can produce the BROADCASTING YEARBOOK!

The 1958 edition is scheduled for September publication, will be snapped up by 16,000 busy people with the stakes of their livelihood in television or radio...or in both. And because they make BROADCASTING YEARBOOK a working partner, day after day, this remarkable volume becomes a powerful, long-lasting medium for your advertising. This year, the *NEW* combined format represents a greater value than ever.

Mark these dates, large and loud, on your calendar. *Deadline for advertising if proofs are desired: July 14. If no proofs, July 28.* Regular rates and mechanical specifications apply. Write, wire or phone your reservation before another day's sun has set. The *NEW* 1958 BROADCASTING YEARBOOK is too good a bet to miss!

THE NEW, TWO-IN-ONE BROADCASTING YEARBOOK OFFERS FEATURES LIKE THESE:

**Latest working information about *both* television and radio (thus eliminating the need for separate Yearbooks as previously).

**Directories restyled for faster reference—giving facilities and key personnel of advertising agencies, networks, stations, station representatives, program suppliers, equipment sources, and many other organizations related to TV-radio business.

**Definitive round-up introductions, reporting on progress in each major area of activity covered by a directory.

**Special articles and reports on such important developments as—

... radio and TV audiences, their size and composition.

... radio and television time sales—by network, spot and local—nationally and by individual markets.

... market information for every U.S. county.

... trends in the use of feature and syndicated film.

... analyses of specialized radio programming—foreign language, Negro market, multiplexing, stereophonic broadcasting.

... a review of how advertising agencies have grown with radio and television.

***PLUS*—all the many other standard features which have made BROADCASTING YEARBOOKS *the* most authoritative, most closely-read reference work in radio and television for the past 23 years!

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
1735 DeSales Street, N. W., Washington 6, D. C.
A member of the Audit Bureau of Circulations

servation departments. Many stations have their own weather instruments.

Within the five-minute format most stations devote one minute each to national and regional weather news with two minutes for local conditions. The remaining minute is commercial time. The 10-minute show is generally broken down into three-minutes each for national, regional, local. The remaining minute again is commercial. A mere 4% report they occasionally broadcast a weather report from an area other than their studios.

Less than half the tv stations replying to Mr. Crofoot's questionnaire reported their weatherman had received any meteorological training. Most weathermen (89%) have other duties at the station such as announcing and newscasting. Some smaller stations report that executive personnel present weather news.

Visual aids (generally designed by the station) range from paper maps through elaborate electric data boards. Few stations use special effects.

A substantial group of advertisers have been sponsoring weather news from six months to three years. After five years, though, there is a decided drop in sponsorship of the same program.

The survey indicates that 73% of the stations carry one commercial during each weathercast. Two spots are presented per show by 21% of the stations.

Audience surveys conducted by 78% of the stations show that reaction usually is very favorable to weather programs.

Mr. Crofoot's survey, compiled for a thesis, "An Analysis of Weather News Presentation by Selected Tv Stations Throughout the U.S.," indicates that "many stations are making a conscientious effort to present weather news in an interesting manner."

KHJ-TV Offers Videotaping, Draws Up Rate Card for Service

Don Lee Video Service has been organized by KHJ-TV Los Angeles to offer a videotape service for tv advertisers, agencies and producers, and has issued a special production rate card for this service, believed to be the first such rate card published. The card includes four kinds of fees: videotape recording charge for machine and operator and one playback at $225 for 30 minutes or $400 for 60 minutes; studio production crew (director, technical director, stage manager, audio, two cameras, light man, video man, use of studio and existing sets) at $300 for first 30 minutes and $150 each additional 30 minutes; videotape playback charge of $75 for 30 minutes or $100 for 60 minutes, including use of conference room and monitors; videotape purchase, including reel, for tape taken from premises and not erased within 28 days, of $225 for 30 minutes and $435 for 60 minutes. All charges are commissionable.

The new rate card was described as experimental by James Higson, KHJ-TV program director, who also is heading up the new videotape service. Having acquired Ampex Corp. VTR facilities, KHJ-TV is anxious to make the fullest use of them, he said. These rates apply to outside buyers,

KING
APR 701
WASHINGTON
RAY BAIER'S KING KLOC
FERRILL'S AUTO WRECKING
THE LIVIN

AN ASSIST *from behind was necessary to get KING's Klunker Karavan rolling after Lt. Governor John Cherberg of Washington flashed the green flag to start the station's traffic-safety drive.*

KING CONDUCTS KLUNKER KARAVAN

Safe-driving campaigns can be fun and as such are more effective.

This was the premise of KING Seattle in its "KING Klunker Karavan," staged in cooperation with the local safety council.

The idea was to show that any automobile, regardless of age, can be safely driven. With this in mind, the station gave five of its disc jockeys $10.90 (1090 is KING's frequency) to buy a car. Local hot rod clubs pitched in to make the old cars eligible for safety stickers from the Seattle-King County Safety Council. (In Washington safety checks on automobiles are on a voluntary basis.) The Karavan promotion was timed to coincide with a drive to encourage car owners to have their vehicles checked.

In a heavy on-air promotion KING announced that the old cars would be driven 140 miles by the d.j.'s accompanied by a state patrolman to check on the drivers' observance of safety regulations. The trek was covered by KING with direct-line reports from along the route.

The patrolman riding with staffer Jim French turned in the best report and the d.j. was declared the winner. The cars were auctioned after the Karavan, with proceeds donated to a summer traffic safety education campaign by the safety council.

Mr. Higson stated, noting that there is a different time and facilities rate card for advertisers who are KHJ-TV clients. He pointed out that KHJ-TV goes on the air at 2 p.m. and so has all facilities available in the morning hours for videotape recording.

REPRESENTATIVE APPOINTMENTS

KBAB San Diego names Simmons Assoc. Inc., N. Y.

KCAL Redlands, Calif., appoints John E. Pearson Co.

KRHD Duncan and **KNOR Norman,** both **Oklahoma,** appoint Robert S. Keller Inc., N. Y.

STATION SHORTS

WABC-TV New York reports billings for second quarter of this year were 35% above same quarter year ago.

WTIC-TV Hartford, Conn., has purchased Ampex VR-1000 videotape recorder.

WHEC-AM-TV Rochester, N. Y., is operating from its new building at 191 East Ave. in downtown Rochester.

KALI Pasadena, Calif., reports increase of 15% in billings in May.

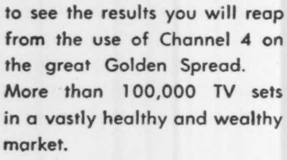
WKMI Kalamazoo, Mich., now is operating on 24-hour schedule.

Nation's Number 1
IN JUNE SALES PERFORMANCE
SIOUX CITY, IOWA,
Home of KVTV,
Highest June Retail Sales Above National Average*
See your KATZ man
*Sales Management, June 6, Page 118

use
CHANNEL 4-SIGHT

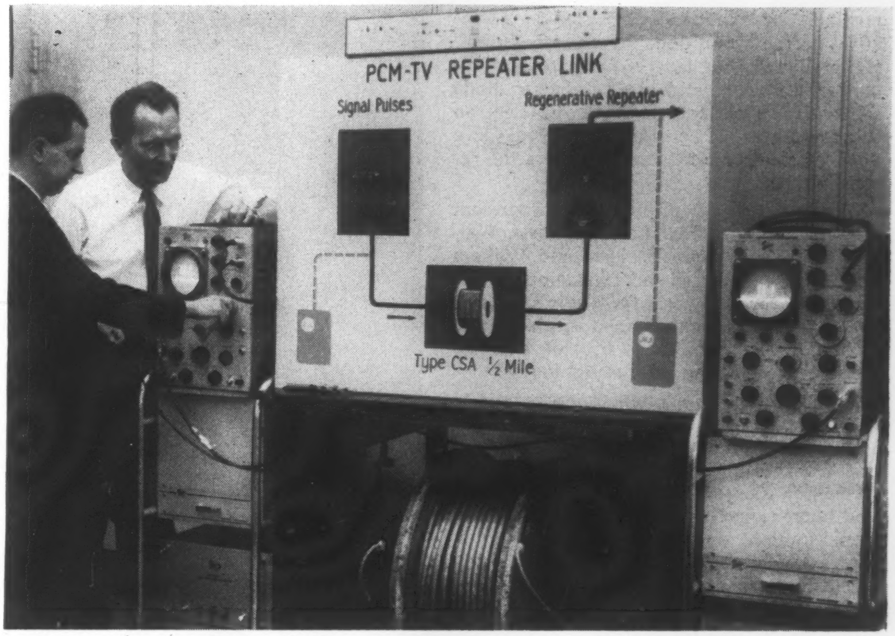
No need for telescopic vision to see the results you will reap from the use of Channel 4 on the great Golden Spread. More than 100,000 TV sets in a vastly healthy and wealthy market.

Power: Visual 100 kw
Aural 50 kw
Antenna Height 833 feet above the ground



KGNC-TV
CHANNEL 4
AMARILLO, TEXAS
CONTACT ANY KATZ MAN

New Transistor Use Demonstrated by Bell



BELL LABS *pulse-code modulation repeat links is demonstrated here by R. L. Carbrey (l) and A. J. Rack. Incoming pulses are shown both before (l) and after they have passed through a half-mile of cable and been amplified by a transistorized regenerative repeater.*

The revolutionary impact of the transistor on electronics and its role in such specific new developments as the transmission of television signals on a group of seven ordinary paired telephone wires by means of pulse code modulation were highlighted last week by scientists of Bell Telephone Labs at Murray Hill, N. J. The occasion was the tenth anniversary of the transistor, a Bell Labs development which now affects virtually every phase of electronics.

Pulse code modulation is described as an old concept made operationally practical by the transistor because of its small size, low power requirements and cost. PCM means that ordinary telephone cable, originally designed to carry telephone conversations, can be made to handle 12 times as many telephone calls or a complete tv signal by the addition of small transistorized regenerative repeaters every half-mile along the cable. Unlike vacuum tube repeaters requiring local power supplies, the transistor repeater can be powered through the cable itself.

Bell representatives said PCM is "being explored" and a field test will be held soon, but declined to discuss possible practical application to the tv relay field or any timetable as to its availability. Said to be in final stages of development for telephone applications, it was apparent that PCM initially would function as a telephone plant system for exchange trunks and other short-haul situations where it is desired to step up the traffic capacity of existing facilities. PCM is not expected to find tv applications, according to Bell Labs spokesmen, until sufficient customer demand arises to make such service commercially practicable.

In PCM, continuous or analog information such as a tv signal is coded into discrete bits of information which are transmitted over wire or radio link by means of "groups" of simple electrical pulses. With seven paired wires available to provide seven simultaneous pulse channels, any of 128 amplitude levels of analog information may be represented by the presence or absence of pulse in each group. At the receiving end, the groups are decoded and reconstructed into the tv signal. As many as 10 million pulses per second may be transmitted on any one of the seven channels. Since the pulses degenerate quickly at this speed, the transistor repeaters must be placed about every half-mile of cable. Each repeater regenerates a completely new pulse regardless of how deteriorated the pulse was when it arrived, thus making the system rugged and able to function over long distances despite high levels of cross talk, noise or other distortion. Because the PCM elements are simple, it is easy to maintain and economical.

PCM for tv relay was demonstrated in principle by a test signal over a half-mile of ordinary paired wire cable with the signal displayed on oscilloscopes (see picture). Although a complete picture transmission was not shown on a tv screen, Bell Labs officials said it would take "an experienced observer to distinguish between the original tv picture and a picture which has gone through the coding and decoding process. Similarly, the quality of voice signals would be maintained during a coding and decoding process."

Dr. Mervin J. Kelly, Bell Labs president, speaking to newsmen about the tremendous advance of transistor technology during the first 10 years, said it is now "technically

The TWO most likely to Succeed...
in the Detroit Area!
CKLW
radio
50,000 Watts
CKLW-TV
channel 9
325,000 Watts

POWER The most powerful Broadcasting-Telecasting combination in the market! Power in both radio and TV to reach the primary, secondary, and fringe areas of this 5th largest market with a signal strength that assures maximum reception.

COVERAGE The TV and RADIO coverage of CKLW'S powerful twins is second to none in the market. If you tell more people . . . you sell more people!—and in this region you do both with either CKLW radio or TV.

SUPER SELLING News and music presented by Detroit's most able radio personalities does the selling job better on CKLW. CKLW-TV's tremendous first-run full-length movie features attract a most receptive audience for any advertiser's message.

GENERAL OFFICES GUARDIAN BLDG., DETROIT

ADAM YOUNG, INC.
National Representative

J. E. Campeau
President

possible for semiconductors to do about 70% of the work done by electron tubes. He predicted that by 1965 the dollar volume of transistor and semiconductor diode sales will be greater than that of electron tubes and by 1975 semiconductors will serve 90% of electronic devices and tubes the remaining 10%.

The basic transistor inventions represent the work of three Bell Labs scientists, Walter H. Brattain, John Bardeen and William Shockley, who shared the 1956 Nobel Prize in physics for this work. Dr. Kelly said their contribution to semiconductor electronics technology is as basic as that of Dr. Lee DeForest to electron tube technology.

In outlining semiconductor progress to date, Dr. Kelly noted that tubes operate in systems over an 11,000 mc frequency range and transistors "could be designed over a frequency range of 1,000 mc but within that latter range, perhaps 90 percent of electronic systems operate." He added that recent research shows it appears possible that semiconductor amplifiers will be obtained for frequencies "as high or even higher than attained with advance design electron tube structure."

Dr. W. J. Pietenpol, Bell Labs director of development for semiconductor devices, predicted that the cross-over point when the price of the transistor becomes equal to that of the vacuum tube for auto radios, for example, "will appear within the next two years." He reviewed the rapid transistorization of all kinds of radio, tv and other entertainment units. He said the "vigor of the industry is particularly illustrated by the fact that even conservative estimates show a doubling of transistor business during 1958—a recession year."

Dr. John A. Morton, director of device development, Bell Labs, said, "It may well be that the extensions to man's mind made possible by solid state electronics will yet have a greater impact upon society than the nuclear extension of man's muscle." He cited the possibility of transistorized computers which might perform a type of "thinking" and that models with speeds from 10 to 100 times that of today "are almost a certainty." He predicted that the transistor and semiconductor market will top a billion dollars within the next ten years.

A ONE-MAN, portable control panel is a feature of Allen B. DuMont Labs' new closed-circuit educational television package announced today (Monday). Two cameras are included in the package. The control station has a monitor for each camera and a line monitor—a standard tv set (extreme r)—that shows the picture being distributed to classroom receivers. From the control panel the operator can effect one of three lens changes, move one camera up or down, left or right and switch cameras. The other camera has a fixed, wide-angle lens for an over-all scene. The equipment is on dollies and tripods. Price: $7,000.

Jerrold Corp. Reports Gross Up, Net Income Down in Fiscal Year

Jerrold Electronics Corp., Philadelphia, released to shareholders last week its third annual report as a publicly-owned corporation. Milton J. Shapp, Jerrold president, reported at the annual meeting that the corporation has a contract backlog of approximately $1 million to construct master tv antennas and closed circuit tv antennas and closed circuit tv systems.

Jerrold's net sales and services revenues for the fiscal year ending Feb. 28 were $6,055,647, up from $5,142,702 for 1956-57. The company reported income before taxes amounted to $132,322, down from $299,510 reported in 1957. Income after taxes decreased to $105,281 from $166,133. Income before taxes is equal to 12 cents per share on 1,096,660 common shares outstanding, compared to 27 cents on 1,097,460 shares in 1956-57. Net profit after federal and state income taxes is equal to 10 cents per share, compared to 15 cents per share on 1,097,460 common shares outstanding last year.

During the past year installations of closed circuit systems were completed at Fort Huachuca, Ariz., the Pennsylvania Eastern Psychiatric Hospital and at New York's Hudson Guild. The operations division last year acquired community antenna systems in Richland, Walla Walla and Wenatchee, all Washington, making a total of nine owned and operated systems.

Reed Hails RCA Export Growth; Foreign Reps See Stereo Line

RCA export sales to Europe during 1957 exceeded those of 1956 by approximately 40%, P. B. Reed, vice president, International Sales, told a meeting of RCA executives in Brussels last week.

Mr. Reed's report was given during a two-day conference, attended by top RCA officials and managers of RCA's associated companies in Great Britain, Italy, Spain, Switzerland and West Germany. Other discussions centered around the company's activities under the European Common Market and the introduction of RCA's new line of stereophonic records to European manufacturers.

RCA's stereo line later was shown to representatives of RCA record distributors in 14 countries. A company spokesman estimated that since these manufacturers began to produce RCA records in 1953, sales of its discs in Europe have increased more than sevenfold.

Other RCA executives in attendance included John L. Burns, president; Charles M. Odorizzi, executive vice president, sales and services; George R. Marek, vice president and general manager, RCA Victor

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE L.B. Wilson STATION

WCKY CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

Record Division; G. H. Prutting, records sales manager, RCA International; Frank M. Folsom, chairman of the executive committee of the board of directors; D. C. Lynch, managing director, RCA International; W. G. E. Vreeland, director, export operations; Erwin Schuller, director, finance, RCA International and Joseph Morse, assistant treasurer.

Miner in Ampex Planning Post

MR. MINER

To handle planning for proper exploitation of the overseas market for videotape recording equipment and the business potential in the non-tv field and to prepare plans also for the marketing of the new four-track stereophonic tape for sound recording, Ampex Corp. has created a new market planning department in its professional products division. Robert A. Miner, marketing manager, will become market planning manager on July 1, concurrent with the establishment of the new department. Russell J. Tinkham, audio products manager, Ross H. Snyder, video products manager, and Nairne F. Ward, Jr., market analyst, will transfer to the new department, reporting to Mr. Miner, who in turn will report to Neal McNaughten, manager of the professional products division. Thomas E. Davis, national sales manager of Ampex' instrumentation department, succeeds Mr. Miner as marketing manager of professional products.

New Radio-Tv Sets Down for Year

Factory shipments of radio and tv sets to dealers during the first four months of 1958 are below 1957 figures, according to Electronic Industries Assn.

Radio shipments in the first four months of 1958 totaled 1,751,347 sets compared to 2,167,016 in the same four months a year ago. Radio figures do not include auto sets, which move directly to auto manufacturers.

Tv shipments in the first four months of this year totaled 1,570,279 sets compared to 1,787,346 in the like four-month period of 1957.

SIOUX CITY, IOWA,
home of
KVTV,
Nation's Number 1
IN JUNE SALES PERFORMANCE
Highest June Retail Sales Above National Average*
See your KATZ man
*Sales Management, June 6, Page 118

July 1 Marks Canadian Opening Of Continental Microwave Relay

Canadians from coast to coast will be brought closer together on July 1 when the world's longest single microwave system comes into full service. Stretching from Sydney, N. S., to Victoria, B. C., the 3,900-mile line, with spur lines adding several hundred more miles, goes into operation on Dominion Day with live programs being fed into it from various points across Canada.

The system will be used by 48 Canadian tv stations, eight owned by the Canadian Broadcasting Corp., which controls the network, and 40 by private interests. There are two additional tv stations at U. S. Air Force bases at Goose Bay, Labrador, and Harmon Field, Nfld., which will not be connected with the network at present. A Newfoundland link will go into operation later this year when the 70-mile open water link across Cabot Strait is spanned.

The 3,900-mile network, started in 1955, has more than 30 relay points an average distance of 30 miles apart. The link across the Rocky Mountains was completed this spring with 13 relay stations, 10 of them on mountain tops and the highest 6,700 feet above sea level. Two aerial tramways had to be built to reach the mountain relay stations. That at Dog Mountain, B. C., is two miles long and one of the biggest aerial tramways in the world. The towers range in height from 50 to 350 feet, and are all built to withstand 100-mile-an-hour winds.

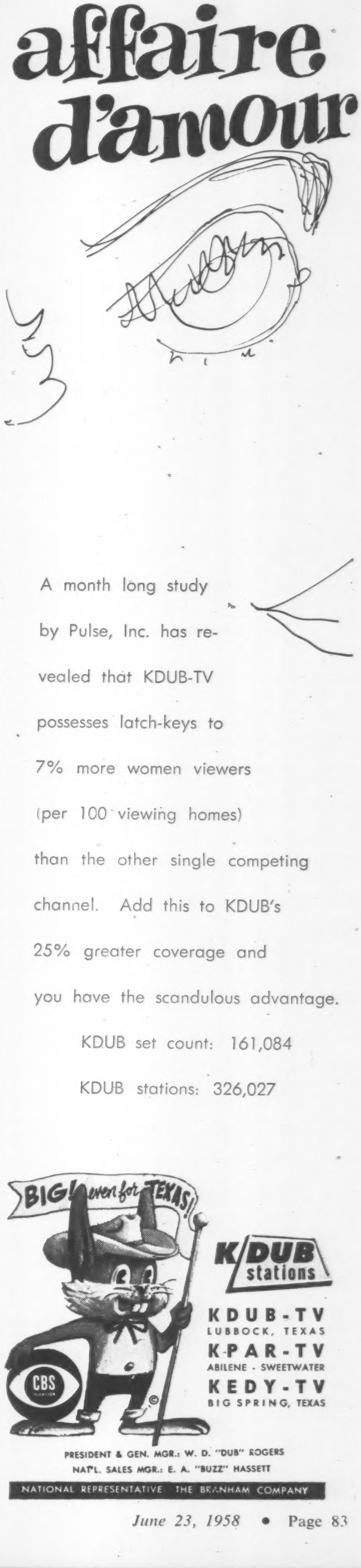
On July 1 a videotape relay center at Calgary, Alta., also goes into operation to make possible recording of live tv programs from the east for retelecasting at a later hour the same day. Previously only kinescope recordings were available for western Canada, and similarly for eastern Canada of programs originating in the west.

The tv microwave network was built by the Trans-Canada Telephone System, comprising seven major Canadian telephone systems as well as the Canadian National and Canadian Pacific telegraph communication system. The latter two organizations operate the microwave network in part of Quebec province and southwestern Ontario province, while Canadian National Telegraphs will build the system connecting the mainland with Newfoundland.

The inaugural hour-long program for the transcontinental network on July 1 will carry live shows and speakers from Charlottetown, Halifax and St. John on the Atlantic coast, Quebec City, Montreal, Ottawa, Toronto, Niagara Falls, Winnipeg, Saskatoon, Regina, Edmonton, Calgary in the central section and Vancouver and Victoria on the Pacific coast. Some 3 million Canadian tv sets will be able to tune in the program.

Canada Tv Sets Up, Radios Down

Television receiver sales in Canada were up in April, while radio receiver set sales were down, according to figures of the Canadian Radio-Electronic-Manufacturers Assn., Toronto. During April 24,558 tv sets



affaire d'amour

A month long study by Pulse, Inc. has revealed that KDUB-TV possesses latch-keys to 7% more women viewers (per 100 viewing homes) than the other single competing channel. Add this to KDUB's 25% greater coverage and you have the scandulous advantage.

KDUB set count: 161,084
KDUB stations: 326,027

K/DUB stations
KDUB-TV
LUBBOCK, TEXAS
KPAR-TV
ABILENE - SWEETWATER
KEDY-TV
BIG SPRING, TEXAS

PRESIDENT & GEN. MGR.: W. D. "DUB" ROGERS
NAT'L. SALES MGR.: E. A. "BUZZ" HASSETT
NATIONAL REPRESENTATIVE THE BRANHAM COMPANY

were sold, as against 22,093 in the same month last year, and 39,470 radio receivers as compared with 45,077 a year ago.

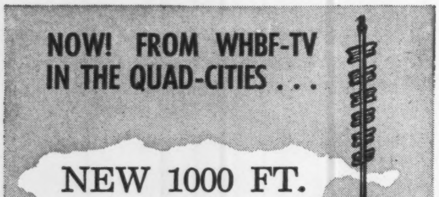
In the first four months of 1958 tv receiver sales totalled 121,871 units as against 130,571 in the 1957 period, while 139,251 radio receivers were sold in that time as against 164,620 the previous year.

Ontario province accounted for largest number of sales in the January-April period with 44,947 tv sets and 57,280 radio sets.

ABROAD IN BRIEF

TELE-SAAR KAPUT: An order from the West German Government will close Tele-Saar, the commercial tv station operating in the Saar area between France and Germany, July 1. By a Franco-German agreement, the once independent country has been turned over to Germany. The Postal Ministry order that closed Tele-Saar maintains the station operates on a frequency not allocated to it under the Stockholm Frequency Plan. The station uses the French 819-line standard, but 80% of the receivers in Tele-Saar's area have four-standard tuners. These provide for reception of most continental stations.

AUSTRIA TO FOLLOW SUIT? Although there is no commercial television in Austria, there is a chance that the country's smaller tv stations may adopt the practice—used by West Germany and Italy—of setting non-commercial segments aside for sale to advertisers. An estimated 100,000 Austrians watch nearly 50,000 tv sets daily. Manufacturers expect sets in use will total 100,000 around the spring of 1959 and that they will have sold 80,000 by the year's end.


NOW! FROM WHBF-TV
IN THE QUAD-CITIES . . .

NEW 1000 FT.
TOWER

BIG 100 KW
POWER

EXPANDED REGIONAL
COVERAGE

bring a new era of television to prosperous Western Illinois and Eastern Iowa

WHBF-TV
CBS FOR THE QUAD-CITIES
REPRESENTED BY AVERY-KNODEL

TV OUTSELLS: More television sets than radio sets were sold in West Germany last April. Licensed tv sets numbered 1,574,433 May 1; an increase of 61,000 over the previous month. Registered radio sets totaled 14,680,191 on May 1. German radio set manufacturers hope to stimulate business (table model sales are down 15 to 20% compared with last year) with their new portables and export model lines unveiled this month. The downward trend is compensated by the booming export business.

NEWS WITHHELD: An item that was not aired with newsmen's usual celerity this week was the Joel Reitman kidnap incident in Montreal. The 2½-year-old heir to a women's retail clothing chain was reported last Monday to radio-tv stations, wire services and papers as being held for $10,000 ransom. The child had been missing since Saturday. At police request however, news media did not release the report until Tuesday. The boy was found abandoned later that same day.

Tax Dropped on Canadian Shows

Canadian producers of taped radio programs have won a tax concession from the Canadian government in order to compete with imported taped programs, especially from the United States. The 10% sales tax has been dropped on the talent and other production costs of one-time taped programs used on a national selective basis. The tax will only apply in future on the actual cost of recording the show, not on the total cost of the show. The sales tax will be paid by the recording company in future, not by the production organization. Recorded shows produced for permanent usage, not on a one-time basis, will still be subject to the 10% sales tax on total production cost.

INTERNATIONAL SHORTS

Erwin Wasey, Ruthrauff & Ryan Ltd., London and Newcastle, appointed as agency for Tynes-Tees Television Ltd., new commercial tv station at Newcastle, scheduled to go on air Jan. 15, 1959.

Bruce Butler & Assoc., station representative, has moved to 219 Bay St., Toronto and 1500 St. Catherine St. W., Montreal, Que. Recently-formed firm represents CHLT-AM-TV and CKTS Sherbrooke, Que.

CKLG North Vancouver, B. C., has appointed Stephens & Towndrow Ltd., Toronto.

CKAR Huntsville, Ont., began broadcasting on June 14 on 590 kc with 1 kw power. Station manager is **James Dean,** formerly of Los Angeles, and v.p. is **G. Norris MacKenzie,** Toronto, who operates radio-tv program production center in Toronto.

WRCA-TV, WBZ-TV SHARE TOP AWARD

- **Take Sherwood honors**
- **Special goes to CBS-TV**

Two tv stations shared equally in the $10,000 top prize awarded last week in the Showcase Robert E. Sherwood Television Awards competition, sponsored in its third consecutive year by the Fund for the Republic.

WRCA-TV New York shared first prize with WBZ-TV Boston for their respective *The Open Mind* series and the *Let Freedom Ring* project.

A special award recognized "The Lady from Philadelphia" that was telecast on CBS-TV last December as a *See It Now* production. Awards of $1,000 each went to *The Trophy* on ABC-TV in cooperation with the American Jewish Committee; "Light in the Southern Sky" on NBC-TV's *Frontiers of Faith; Concept; Freedom* presented by the Metropolitan Educational Tv Assn. on WCBS-TV New York, and "Migrants in Chicago" on NBC-TV's *Outlook.*

Presentations were made Thursday in New York by Mrs. Eleanor Roosevelt. Winners were selected by a panel of jurors voting for the shows dealing most dramatically and effectively with the subject of freedom and justice in America. Details on the winners:

The Open Mind—Produced and moderated by Richard Heffner, directed by Marshall Stone. Plaque to WRCA-TV General Manager William Davidson.

Let Freedom Ring—(WBZ-TV produced at least one program on the subject of freedom and justice daily for a full year.) Frank Tooke, general manager; Chet Collier, producer (now WBC executive producer); Herbert Cahan, programming; Ray Hubbard, assistant program manager, and James Allen, sales manager. Plaque to Richard Pack, vice president of Westinghouse Broadcasting Co. (operator of WBZ-TV).

See It Now—(Special award for "outstanding excellence"; filmed documentary on singer Marian Anderson's State Dept.-sponsored tour through southeast Asia.) Plaques to Miss Anderson, producers Edward R. Murrow and Fred Friendly and CBS-TV President Louis G. Cowan (sponsor was International Telephone & Telegraph Co. through J. M. Mathes, its advertising agency).

"Light in the Southern Sky"—(Life story of Negro educator Mary McLeod Bethune.) Written by William Branch, produced by Doris Ann and directed by Martin Hoade. Plaque to Edward Stanley, NBC-TV director of public affairs.

The Trophy—(About anti-semitism in college fraternities.) Written by Irv Tunick, directed by Jack Sameth and produced by Wiley Hance for ABC and Milton Krents for the AJC. Plaque to John C. Daly, ABC vice president, and special citation to Irving Engel, AJC president.

Concept: Freedom—(Two-hour program

FRIEND-REISS Adv. Inc., New York, received first place awards for two of its radio-tv commercials (Art Crayon and Cameo Curtains accounts) from Trans-America Ad Agency Network at TAAN's 20th annual convention held June 4-11 in New York. Lee Friend (r), president of the prize-winning agency, is pictured with Edmund Bunker, CBS vice president-director of station relations, who was one of the judges. Friend-Weiss also received awards for ads in other media.

TAAN's second place tv award went to Wendt Adv. Inc., Great Falls, Mont., for Beatrice Foods Co. commercials. Second and third place radio awards went to E. Frederick Baker & Assoc., Seattle, for Arden Farms and Hansen Baking commercials, respectively. L. C. Cole Co., San Francisco, received an award for programs over five minutes (Jenkel-Davidson Optical Co. account).

on individual liberties in U. S.) Produced by Richard Heffner and directed by Frank Jacoby. Plaque to Sam Cook Digges, WCBS-TV general manager, and special citation to Dr. Alan Brown, META president.

Migrants in Chicago—(Documentary on problems of southern white migrants to Chicago area.) Chet Huntley, commentator-editor; John Chancellor, correspondent; Piers Anderton, writer, and Reuven Frank, producer for NBC News. Plaque to William McAndrew, vice president in charge of news, NBC-TV.

AWARDS SHORTS

Norman Knight, president, Yankee Div. of RKO Teleradio Pictures Inc., awarded citation of "Knight of the Brush" from John Donnelly & Sons outdoor advertising firm. Mr. Knight was cited for his public service activities in community.

Herbert E. Evans, v.p.-general manager, Peoples Broadcasting Corp., Columbus, presented honorary degree of Doctor of Business Administration at Yankton (S. D.) College.

Paul Myers, assistant managing director, WWVA Wheeling, W. Va., received award from Polio Fund Drive for his efforts during 1958 polio drive.

John L. Kelley, engineering supervisor of KTNT-TV Tacoma, Wash., has received Naval Air Reserve certificate of merit for his efforts in filming station's annual *Weekend Warriors* documentary last January.

Patti Searight, program director, WTOP Washington, has received Kappa Kappa Gamma Alumnae Achievement Award.

George Gingell, program director, WRBL-TV Columbus, awarded Honorary State Farmer Degree by Alabama Future Farmers of America for *Chattahoochee RFD* weekly show, for his judging of FFA contests and for assisting in clinics for teachers of vocational agriculture.

John W. Goodman, news director, WLIB New York, last week received honorary degree of Doctor of Social Science from Lincoln U., Oxford, Pa.

Walter Cronkite, CBS newscaster and **Arthur G. Peck,** manager of CBS Radio network operations, presented with "awards of accomplishment" from Auto Racing Fraternity of Greater New York for having made "outstanding contributions to the progress of auto racing." Messrs. Cronkite and Peck broadcast various auto racing events over CBS Radio during past year.

Bert Parks, host of NBC's *Bert Parks' Bandstand,* received 1958 Sportsmen's Club "Torch of Hope" award for his "humanitarianism and assistance to those less fortunate."

Hugh Beaumont, radio and television personality and star of CBS-TV *Leave It to Beaver* has received annual American Baptist Convention Television award. Award was presented to *Leave It to Beaver* for "illustrating and encouraging the moral, social, and spiritual growth of children."

Dan Daniel, WDGY Minneapolis-St. Paul, named "Best D. J. of 1958" in Twin Cities area by local chapter of American Federation of Television & Radio Artists.

RCA has been awarded Navy certificate of merit for "development of the first completely automatic missile firing and guidance system."

J. Walter Thompson Co., Chicago, was honored by Chicago Assn. of Commerce & Industry with plaque for its half-century support of Chamber of Commerce organization, in terms of funds and personnel.

Anderson-McConnell Adv. Inc., Hollywood, has awarded advertising scholarship on behalf of its clients to marketing student at U. of Southern California.

KYW-TV Cleveland, Ohio, given 1957 Twyla M. Conway award for its public service program, *Breakthrough.*

OVERSEAS DOCUMENTARY FILMING
News • Features • Top Crews
ALFRED WAGG PICTURES
7801 Woodmont Ave., Wash. 14, D. C.—Oliver 6-3161
35mm • 16mm • b & w • color • sound • stills

Get RESULTS! Buy
KSON
RADIO
SAN DIEGO

SAN DIEGANS LIKE KSON
PROGRAMING

ADVERTISERS LIKE KSON
COMMERCIAL STANDARDS

MINUTE ANNOUNCEMENTS ARE ALWAYS SEPARATED BY A COMPLETE MUSICAL SELECTION

KSON
RADIO
SAN DIEGO
represented nationally by
FORJOE

WSLS · TV
the highest rated
ROANOKE, VA.
station in
WSLS · TV
VIRGINIA'S
ROANOKE, VA.
biggest television
WSLS · TV
market . . .
ROANOKE, VA.
MORE TV HOMES!
WSLS · TV
MORE PEOPLE!
ROANOKE, VA.

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

MARVIN D. McQUEEN, v.p. and supervisor of accounts in St. Louis for D'Arcy, and **WILLIAM C. EDWARDS,** v.p. and manager of agency's Chicago office, named to board of directors.

CLIFFORD SPILLER, senior v.p., Sullivan, Stauffer, Colwell & Bayles, N.Y., elected director of agency. He formerly was director of marketing for Maxwell House division of General Foods Corp.

DELMAR E. GURLEY, Western Adv. Agency, Chicago, named to executive board of agency's office in Chicago.

MR. KING

J. HOWARD KING, account executive, Creamer-Trowbridge Co., Providence, R. I., elected v.p. He joined agency in July 1955 and before that was with former Horton-Noyes agency for 10 years.

TOM BURCH, v.p. of Young & Rubicam and account supervisor on Hunt Foods, plans to retire July 1 and live in Palm Desert, Calif. **ROL RIDER** will succeed him on Hunt account.

BURT COCHRAN, v.p. of McCann-Erickson, L. A., retired June 15.

MR. STAUDERMAN

BRUCE F. STAUDERMAN, tv director, Meldrum & Fewsmith Inc., Cleveland, elected v.p., tv-radio-film.

THOMAS DOYLE, former print media director, Parkson Adv., N. Y., to Dancer-Fitzgerald-Sample, N. Y., as senior media buyer.

ROBERT A. GILRUTH, account executive, Young & Rubicam, Chicago, joins Buchen Co., Chicago, in same capacity.

DOUGLAS E. RUNNELS, W. A. Sheaffer Pen Co., Fort Madison, Iowa, appointed national sales manager, succeeding **F. E. TROY**. Mr. Troy moves to executive position with another company in consumer goods field. **HUGH C. GREEN,** district manager of southern division, named regional sales manager for central and western divisions. **HARRY W. FOSTER** succeeds Mr. Green as southern district manager.

CHARLES H. BRENNAN promoted to copy supervisor of Chicago office of N. W. Ayer & Son, replacing **EDWARD A. KANDLE,** who is returning to company's copy department in Philadelphia. **GEORGE A. TYCHSEN,** formerly of copy staff of radio-tv department, Philadelphia, transferred to Chicago.

MARTIN J. DWYER, v.p. and account executive, Lennen & Newell, N. Y., to Whitehall Labs, division of American Home Products Corp., as product manager in charge of Anacin.

R. P. FOLEY, formerly area manager (Caribbean), export sales operations of Ford International Div.'s general marketing office, named sales promotion and planning manager for division's sales office. new name for general marketing unit. He will be responsible for advertising, sales promotion and sales planning, and analysis departments under general sales manager.

RICHARD T. O'REILLY, v.p. of Kenyon & Eckhardt, Detroit, has been named supervisor of service on Plymouth account for N. W. Ayer & Son, Detroit.

JOHN E. BRADY, senior account executive, Donahue & Coe, N. Y., to advertising director, Americon Airlines Inc., succeeding **SHEPARD SPINK**. Latter, former advertising director of Crowell-Collier Pub. Co., resigned last month to become president of Tycoon Typing Co. Prior to joining D&C, Mr. Brady was with BBDO, General Foods Corp. and Lever Bros. Co.

NINA FLINN, formerly with Fuller & Smith & Ross, N. Y., joins Webb Assoc., N. Y., as tv director.

BARBARA EDDES, formerly with H. W. Kastor & Sons Adv. and Edward H. Weiss & Co., Chicago, to Powell, Schoenbrod & Hall Adv., Chicago, as assistant radio-tv director.

VINCE BENNETT, media buyer, Joseph Katz Co., N. Y. and Baltimore, to associate media director with emphasis on American Oil Co. (Amoco) account.

ARMOND FIELDS, formerly assistant research director at McCann-Erickson, Chicago, to MacFarland, Aveyard & Co., Chicago, as research director.

JAY M. RUSSELL, advertising-sales promotion manager, Grand Union chain, to Chock Full O' Nuts Corp., N. Y., restraurant chain and coffee packer. Prior to joining Grand Union, Mr. Russell was tv-radio director, Koretz Adv., Newark, and public relations director, WDTV (TV) Pittsburgh (now KDKA-TV).

BETTE DOYLE (Mrs. William Boyman), treasurer, Edward Petry & Co., on June 13 gave birth to boy.

FILM

JAMES ROSE, formerly producer-director at Vidicam Pictures Corp., N. Y., appointed director with Transfilm Inc., N. Y., producer of tv film commercials and industrial films.

GENE DEITCH, former executive producer of UPA Pictures Inc., and CBS-Terrytoons division., to Robert Davis Productions, N. Y., as consulting art director.

JOSEPH MORRIS, formerly assistant general counesl of Du Mont Broadcasting Corp., N. Y., and **ROBERT GOLDSTON,** attorney with Screen Gems Inc., N. Y., have joined legal staff of National Telefilm Assoc., N. Y.

NETWORKS

MR. MINAHAN

MISS SHIELDS

MICHAEL J. MINAHAN, business manager of ABC Radio, has been appointed budget officer of ABC-TV. Named to succeed him in ABC Radio post is **CLAYTON SHIELDS,** who has been assistant business manager of radio network since 1956. Mr. Minahan joined radio network in January 1957. Previously he had been with Scotstown Granite Co. Ltd., Montreal and International Civic Aviation Corp., Montreal. Miss Shields joined ABC Radio in 1952 and has served as assistant office manager and budget and office manager of network's program department.

RICHARD LEWINE named director of special programs for CBS-TV and **JOHN FLEMING HALL** appointed coordinator of special programs. **MR. LEWINE** joined CBS-TV in 1949 and has served in various programming capacities, including supervisor of network daytime programming and more recently as executive producer. **MR. HALL** has been member of network's program department since 1954, and in his new post, he will report to Mr. Lewine.

JACK BRYNER, former advertising salesman for *Look* magazine, to CBS Radio as account executive.

THEODORE M. DOUGLAS JR. and **JACK H. MANN** appointed account executives for ABC Radio. Mr. Douglas formerly was account executive with NBC-TV and Mr. Mann has been radio-tv program packager for past two years, serving earlier with WRCA-TV New York and with NBC Radio and CBS Radio as account executive.

ROBERT S. FINKEL, producer of NBC-TV's *Perry Como Show* for past two years, signed as producer and director of network's *The Ford Show* for 1958-59 season.

ROBERT I. QUEEN, former director of radio-television for Greater New York Fund, appointed copy editor of CBS Radio's Press Information Dept.

STATIONS

JOSEPH KIRBY, formerly manager of WKRS Waukegan, Ill., joins Jayhawk Broadcasting Corp. (KFBI Wichita, Kan.) as v.p. and general manager.

JACK WYMER elected v.p. in charge of special events for WING Dayton, Ohio, and **DALE MOUDY,** assistant to president of ABC, named general manager of WING.

FRANK ZALNOSKI has joined WHSY Hattiesburg, Miss., as general manager.

MR. BARCLAY

HUGH BARCLAY, formerly with WEAR-TV Pensacola, Fla., appointed manager of WJDM-TV Panama City, Fla.

JIM BALLAS named manager of KCOW Alliance, Neb. Other changes at KCOW include **LARRY OSTERMAN** to program and sports director; **FRANK ALLEN,** news director; **LEE ROCKWELL,** announcer, and **RICHARD BOWMAN,** chief engineer.

STEVEN SAFION, previously staff announcer with WBAI-FM New York, to operations manager of station. **JANET BAKER-CARR,** formerly assistant program director of WXHR Cambridge, Mass., has joined WBAI-FM staff.

BENJAMIN A. HUBLEY, station manager, WBTN Bennington, Vt., to WCSH Portland, Me., in similar capacity.

ERNEST T. ROBARGE, chief engineer of WKNE Keene, N. H., takes on additional duties as engineering supervisor of WKNE, WKXL Concord, N. H., and WKNY Kingston, N. Y. **ED GRAY** and **GARY HOWARD** have joined WKNE sales force.

DEAN L. OSMUNDSON, account executive, WMC Memphis, Tenn., named program manager, succeeding **JOHN A. McINTOSH JR.,** who has entered public relations work.

JOHN SCOTT, Boston radio personality, joins WILD Boston as program manager.

J. W. COLLINS JR., assistant managing director-sales director, WAGA-TV Atlanta, plans to resign July 1 and will accept executive capacity in broadcasting industry in Atlanta.

NANCY McCANN appointed traffic director at WBBM-TV Chicago, succeeding **PAT DANNEMAN,** who becomes film director.

BILL MINSHALL, night news editor, WHAS Louisville, Ky., to WIS-TV Columbia, S. C., as news director, succeeding **GREN SEIBELS,** who resigns to do free lance news work.

WARREN RHYNER, formerly with KLIF Dallas, joins KUSN St. Joseph, Mo., as news director and d. j.

JIMM SEANEY, formerly program director of WDZ Decatur, Ill., joins KLZ-AM-TV Denver as publicity director.

LIBBY CALAMIA, formerly art editor for Dell Publishing Co., N. Y., appointed art director for WABC-AM-TV New York.

KEN LEWIS, formerly art director of WOW-AM-TV Omaha, joins KETV (TV) Omaha in same capacity.

WILLIAM CULLENWARD, director of press information and public service, KCBS San Francisco, joins KFRC San Francisco as account executive.

CHARLES W. BARRICKMAN, formerly with Revlon Inc., to KHJ-TV Los Angeles as account executive.

JACK ELLIOT joins WCPO Cincinnati, Ohio, as early-morning d. j.

DICK BIONDI, d. j., WHOT Youngstown, Ohio, joins WKBW Buffalo, N. Y., in same capacity.

CLETE ROBERTS, who left KNXT (TV) Los Angeles last month, has been signed by KRCA (TV) Los

MISS BROWN

MR. BARBER

MR. CLOCHESSY

MR. CROSS

FOUR new vice presidents were elected at Compton Adv., New York, last week. They are Julia B. Brown, Walter Barber, Henry Clochessy, all associate media directors, and Joseph R. Cross, who is an account executive.

Miss Brown joined Compton in 1938 as a statistician and has been associate media director since 1955.

Mr. Barber has been with the agency 24 years starting as an assistant timebuyer and becoming associate media director in 1951.

Mr. Clochessy joined Compton in 1942 as a member of the media research group and in 1951 was named associate media director.

Mr. Cross, with Compton since 1949, became an account executive in 1953 and now handles Jacob Ruppert account.

Angeles for special six-week series of sound-on-film reports from Europe.

MARY K. THOMAS, formerly with Reuben H. Donnelly Co., N. Y., to WHLI-AM-FM Hempstead, L. I., continuity department.

JAMES GERITY JR., president of Gerity Broadcasting Co. (WNEM-TV Bay City, WABJ Adrian, WPON Pontiac, Mich.) and Mrs. Gerity, left New York June 6 for six-week flying tour of Europe. They will visit London, Brussels (for World's Fair), Paris, Spain and Portugal before returning to New York July 19.

SAM COOK DIGGES, general manager of WCBS-TV New York, elected to three year term as member of board of directors for Manhattan-Westchester region, National Conference of Christians and Jews.

WAYNE ROTHGEB, farm director, WKJG-AM-TV Fort Wayne, Ind., is on tour of Europe for 10 days this month.

JACK LATHAM, KRCA (TV) Los Angeles newscaster, left June 17 to begin tour of Russia and Iron Curtain countries for five weeks. He will send sound-on-film, silent film and radio phone reports back to KRCA for his regular daily newscasts.

JAMES GERITY JR., president of Gerity Broadcasting Co., named to board of directors of newly-formed Toledo (Ohio) Clinic Foundation.

REPRESENTATIVES

JIM A. LUCAS, account executive, KALI Pasadena, Calif., resigns to open Regional Radio Rep. Co., with headquarters at 1350 N. Highland Ave., Hollywood 28, Calif.

VINCENT J. RISO, account executive with Radio Advertising Bureau for two years, to NBC Spot Sales.

ROGER HUTZENLAUB, media department, Young & Rubicam, N. Y., to sales and research staff, McGavren-Quinn Corp., N. Y.

MANUFACTURING

CHARLES L. BAXTER, formerly v.p. in charge of sales for Central Electronic Manufacturers Inc., subsidiary of Nuclear Corp. of America, N. Y., appointed manager of new products and markets for tube department of ITT component division, Clifton, N. J.

RICHARD HELLEDY, who has been with radio and tv stations in St. Louis for past five years, joins Ampex Corp. as district sales manager of St. Louis area. **GERALD MILLER,** formerly sales manager of gas equipment subsidiary of Calor Gas Co., S. F., joins Ampex as manager of dealer relations for professional products division.

HARRY G. BOYLE, sales manager, RCA Mobile Communications Equipment Div., joins Allen B. DuMont Labs, Clifton, N. J., as assistant division manager for industrial sales in firm's Industrial & Military Equipment Div.

DR. FRANCES E. CLARK, 98, who joined RCA Victor in 1911 as director of education department and music consultant since retirement in 1947, died June 12 in Salt Lake City.

PERSONNEL RELATIONS

RICHARD A. JACKSON, formerly director of public relations for WOR-AM-TV New York, named national public relations director for AFTRA.

PROFESSIONAL SERVICES

GEORGE McMURRAY, account supervisor, Dine & Kalmus, N. Y., public relations firm, to Carl Byoir & Assoc., N. Y., as press representative for *Hallmark Hall of Fame* tv program (NBC-TV).

IRENE FOLEY, formerly writer at Young & Rubicam, N. Y., and women's commentator on Rocky Mountain radio stations, to Chicago staff of Harshe-Rotman, national public relations firm.

PROGRAM SERVICES

CHARLES D. ENGLE, formerly manager of New Orleans office of American Society of Composers & Publishers, named manager of ASCAP's Detroit office, replacing **RAY CARPENTER,** who has been appointed manager of society's Miami Beach office.

RALPH L. HARLOW, v.p. in charge of station service of Broadcast Music Inc., N. Y., married **MRS. CHARLES VAILL** in Framingham Centre, Mass., May 25.

EDUCATION

JOHN E. CRAMER, on faculty of Arkansas State Teachers College, Conway, joins WILL, U. of Illinois non-commercial station, succeeding **PROF. DON BROWN** as news director. Prof. Brown will devote fulltime to teaching in U. of Illinois' College of Journalism and Communications. **JIM TURPIN,** who graduates from U. of Illinois in August, will become supervisor of sports broadcasts for WILL, replacing **LON KRAMER,** resigned.

TRADE ASSNS.

JACK F. BREMBECK, director of promotion-publicity, KABC-TV Los Angeles, named president of Hollywood Ad Club. Other officers include **FELIX ADAMS,** v.p. of KLAC Los Angeles, to first v.p.; **ED CASHMAN,** v.p. in charge of radio-tv operations in Hollywood for Foote, Cone & Belding, as second v.p.; **CLIFF GILL,** v.p.-director of operations for KBIG Santa Catalina, to treasurer; **BRUCE ROBERTSON,** senior editor in charge of West Coast for Broadcasting Publications Inc., named v.p. in charge of Club's public relations, and **JAN VICTOR,** named secretary of organization.

VIC RAWLAND, press relations manager of Capitol Records, has been elected president of Publicity Club of Los Angeles for 1958-59. Other new officers are **BUD HOPPS,** Security-First National Bank, first v.p.; **CHARLOTTE S. DÉ ARMOND,** public relations counsel, second v.p.; **RICHARD LARRICK,** Ramo-Wooldridge Corp., treasurer; **LOIS B. GAINES,** Scandinavian Airlines System, secretary. **JUNE BARTH,** Carson/Roberts; **WILLIAM HERRMAN,** Hoffman Electronics Corp., and **NANCY STANFORD,** Van de Kamp's Holland Dutch Bakers, are new directors.

BEN WOLFE, chief engineer, WJZ-TV Baltimore, Md., named vice chairman of Institute of Radio Engineers, Baltimore.

INTERNATIONAL

GORDON REID to president of KVOS (Canada) Ltd., Vancouver, B.C.

R. S. WILSON, formerly of Armstrong Cork Co., to manager, TelePrompTer of Canada Ltd., Toronto, affiliated with S. W. Caldwell Ltd., Toronto.

W. C. TIERNEY to assistant general manager of National Broadcast Sales Ltd., Toronto, whose new address is 430 King St. West.

J. DOUGLAS NIXON, CBC regional program director for British Columbia, to assistant director of radio network programming, Toronto.

COLM O'SHEA, formerly commercial manager for CHEK-TV Victoria, B. C., appointed Canadian account executive of ABC Film Syndication's newly-opened office in Toronto at 48 Lorindale Ave.

HARRY FARMER to music director of CFRN-AM-TV Edmonton, Alta.

FRED RAINSBERRY, supervising producer of CBC tv children's programs will represent CBC on UNESCO east-west cultural mission to Japan this summer, leaving July 13 from Vancouver and returning in mid-August. He has been member of UNESCO committee for two years. While in Japan he will discuss exchange of Canadian and Japanese programs with NHK, Tokyo, and will film interviews with Japanese farmers and millers for CBC farm broadcast department.

BILL TINGLEY to CKCW-TV Moncton, N. B., sales staff.

SIOUX CITY,
IOWA,
home of
KVTV,
NATION'S
NO. 1 IN
JUNE SALES
PERFORMANCE

Highest June Retail
Sales Above National
Average*

See your KATZ man

*Sales Management, June 6, Page 118

Radio-Tv Promote Fast Economic Upturn

FORTY Chicago advertising agency staffers and Petry radio and tv representatives accepted the invitation of WANE-AM-TV Fort Wayne, Ind., to spend "A Day With WANE" June 4. The group was shown the city and guided on tours of the new WANE Broadcast Center. At one stop, R. Morris Pierce, the Corinthian stations' vice president and general manager, explains camera operation to (l to r) Dorothy Budzynski, McCann-Erickson; Nora Marcus, Edward H. Weiss & Co.; "Frosty" Blair, Edward Petry & Co.; Beverly Miller, Wherry, Baker & Tilden, and Andy Zeis, Compton Adv.

Radio-tv stations around the country report no tie-up in local efforts to chase gloom from the nation's economic picture [STATIONS, March 31 et seq.; PROGRAMS & PROMOTIONS, March 24].

WMGM New York listeners were offered up to $100 refunds on purchases. Listeners became eligible by sending sales slips to the station and listening for a broadcast "buy word" to repeat when telephoned by WMGM. In the Far West, KFMB-TV San Diego, Calif., paid its employes part of their salaries in silver dollars and told them ". . . go out and plunk down hard cash for your purchases and say that you earned this money at KFMB and KFMB-TV." Silver dollars also were used by WKRC (TV) Cincinnati, where $3,000 was paid employes for use in a "Let's Keep 'Em Rolling" campaign.

KDKA-TV Pittsburgh aroused consumer spending with the slogan, "Now Is the Buy Word," featured in jingles, slide spots, posters and newspaper ads. WTAG Worcester, Mass., added the slogan "Don't buy by and by; buy and buy now," and donated time for announcements and interviews. WJBK-TV Detroit joined a "Keep Detroit Dynamic" effort by contributing 148 spots, 68 station ID's and shared 720 ID's. KJCK Junction City, Kan., scheduled 168 spots in 10 days during the "You Auto Buy Now" campaign.

WFMY-TV Greensboro, N. C., informed the public of the economic situation in that state by using 20-second announcements to give the "facts." The Tennessee Assn. of Broadcasters conducted a drive to eliminate recession-mongering with the slogan, "Tennessee Means Business." Member stations joined with spots to emphasize industrial development. WSGN Birmingham, Ala., broadcast five times daily one-minute interviews with businessmen who are doing "good business." WKAB Mobile, Ala., conducted daily two-minute interviews with executives describing area business.

The seven-station Dixie Network mailed large posctards proclaiming, "The Recession Ends . . . Where Buying Begins" to 1,500 business firms. KCSJ Pueblo, Colo., handled production and transcription of spots for other stations in the market during a campaign by Pueblo's New Car Dealers Assn. Six-hundred cars were sold in 10 days. KMHT Marshall, Tex., made on-the-spot reports during week-long "Auto Buy Now" campaign.

WLWD (TV) Dayton, Ohio, scheduled public service announcements for positive business facts during "good sign" campaign. WPEN Philadelphia urged businesses to send wires to its news center and received so many items of good business that station employes began to wonder whether there is really a recession.

KING Seattle's promotion plan calls for listener participation. The best ideas submitted by entrants for "Instant Prosperity" will be sent to members of Congress for possible action on a national level. WSAM, WSGW and WKNX, three stations in Saginaw, Mich., pooled their facilities and personnel to promote that city's anti-recession campaign. With the use of the WSGW mobile unit, the stations aired simultaneous d.j. programs featuring top talent from each during "Carnival Days."

KSFO Promotes Baseball

To promote the San Francisco Giants games on KSFO San Francisco, the station hired an attractive model to deliver sponsors' product packs to Bay Area radio columnists and sports editors before the opening game. The products were carried in a sponsoring airlines travelbag and especially ticketed for each recipient. In addition to giving editors the packs, the model pinned Giant lapel pins on them. She was dressed in black and wore an orange poppy in her hair to "California-ize the Giants' colors."

WADS-Soviet Exchange Set

WADS Ansonia, Conn., has reported that the Russian embassy in Washington has received approval of an exchange of radio programs between the U.S.S.R. and WADS. Manager Sydney E. Byrnes suggested the idea in a letter to the embassy. He pointed out that he "understood negotiations were underway between the U.S. and Russia and that he in no way wanted to interfere with these negotiations but that he felt it is important the Russians hear the type of radio programmed especially for the people of a

Ratings Galore on Channel 4

If you're in the market for ratings, then there's no need to look any further than Channel 4, WRBL-TV, in the rich Columbus, Georgia market. There are ratings Galore on Channel 4.

MGM Golden Era Theatre

PACKAGE 1

Sundays—2:00 p.m. to Finish RATING 27.2
Sundays—11:00 p.m. to Finish RATING 26.3
COMBINED RATING 53.5

PACKAGE 2

Fridays—11:20 p.m. to Finish RATING 28.5

CHANNEL 4 WRBL-TV
COLUMBUS, GEORGIA
CBS abc

AVAILABLE FOR PARTICIPATIONS!
PACKAGE 1: Both Impressions......Flat $70.00
PACKAGE 2: Flat Rate......$40.00

For Further Information On This And Similar Great Buys
CALL HOLLINGBERY COMPANY

given community." An embassy official stated that the Russians feel the same way and that he would see that a series of programs was produced and sent to WADS for airing. The shows will be in English and typify community programs as heard in Russia, it was reported. Mr. Byrnes has offered to send locally produced programs on public health, housing, highway safety, etc.

KYW-AM-TV 'Party Package' Featured as Summer Promotion

KYW-AM-TV Cleveland is integrating programming, product promotion and public service in its summer promotion campaign, "Party Package." The idea came after meeting with the Parent-Teachers Assn. and other organizations which pointed out there is a need to show parents and children how to enjoy themselves as a family unit at home and away, KYW reports.

The Party Package programs will be held at a different shopping center in the Cleveland area throughout the summer and will feature station personalities, leading recording artists and music. No admission is charged to attend the party, but everyone is asked to contribute food, toys, candy or clothes so that "those less fortunate can also enjoy a Party Package." All of the items collected will be turned over to orphanages.

The first of these summer programs was held this month by KYW-AM-TV and the station reported 7,500 attended the two-hour performance. Over 50 cartons of clothing, toys and food were collected. The items collected were placed in a large truck decorated like a package and were distributed to the orphanages. The truck will be in the vicinity of each Party Package location one week before the event and on the night of the program to collect the items.

KYW stations encourage people to bring the advertised products to each party and a contest is being held to offer viewers and listeners an opportunity to win prizes for writing why each advertised product is preferred.

In addition, the stations are using merchandising tie-ins, billboards and car cards.

KORE Advertisers Win Contracts

KORE Eugene, Ore., recently concluded its "Do-It-Yourself" advertising campaign contest with the awarding of seven prizes. Six prepaid contracts, for excellence in as many categories, were presented to sponsors for advertising programs prepared by and for themselves. The special grand award, an expense paid trip to Hawaii aboard the *S. S. Leilani,* was won by Mr. and Mrs. W. R. Hagebush of Figurama Inc.

TAXMAN'S WINDFALL

Revenue collector Frank G. Knaus is wondering how he is going to convince his children that money doesn't grow on trees. As a faithful follower of WDSU-TV New Orleans' "$1,000 Treasurer Hunt" clues, he took advantage of a day off to follow a hunch. It paid off when he located the $1,000 certificate tied to a tree in a local park.

Questioned as to how he planned to spend his prize the man from Internal Revenue Service replied: "First I'll have to figure the tax and pay it. . . ." An item high on the list was a new tv set.

CBS Tells 'All About Women'

A brochure entitled "All About Women" has been issued by CBS Radio Spot Sales that details the earning power of women, the influence they have on buying, when and where they listen to radio and when they shop, in addition to other information. The study credits women with 92% of all grocery purchases, 79% of family auto purchases and 75% of all radios. It also states that 93.7% of housewives and 94.7% of the single working women listen to radio each week. The study lists the stations CBS Spot Sales represents and the number of radio homes in each basic service area.

KJIM Mails Out Rock and Roll

KJIM Fort Worth, Tex., in a move to publicize its new music programming mailed rock and roll records to advertisers and agencies to emphasize that the station is through with it. From now on, KJIM reports, it is "Music for Adults." "Only pleasant, familiar music that doesn't jar the senses" will be played.

KVAR (TV) Viewers to Sleep More

When KVAR (TV) Phoenix, Ariz., shifted the starting time of its late movie to the earlier time of 10 p.m., the station placed newspaper ads based on tv commercials. Viewers responded to messages that read, for example, "A Doctor Speaks (A Dramatization)—The early late show is perscribed as a health measure, allowing viewers to see a good picture and still get a good night's sleep . . ."

WAVE Inc. Commissions Opera

WAVE Inc. (WAVE-AM-TV Louisville), has commissioned a new opera to be simulcast when the stations' new radio and tv center is dedicated in 1959. WAVE-AM-TV granted $25,000 for the opera and a composer will be selected by a committee headed by Moritz Bomhard, director of the

HOWARD E. STARK
BROKER AND FINANCIAL CONSULTANT
RADIO AND TELEVISION STATIONS

50 EAST 58TH STREET
NEW YORK 22, N.Y.
ELDORADO 5-0405

ALL INQUIRIES CONFIDENTIAL

HOTEL
New Weston
MADISON AT 50TH
English Lounge
Meeting place
of show business

So close at hand
So very good

Two of the finest hotels in New York are just "around the corner" from CBS, Dumont or NBC. Beautifully decorated rooms and suites for permanent or transient residence. Ideal headquarters.

HOTEL
Berkshire
MADISON AT 52ND
Barberry Room
Where the celebrities
go after theatre

KNOTT K HOTELS

A HAZARD THAT
NEVER SLEEPS

A daily occurrence—
Radio and TV Stations
are accused of

LIBEL — SLANDER
PIRACY — PLAGIARISM
INVASION OF PRIVACY
COPYRIGHT VIOLATION

through act of station,
staff, announcer, speaker,
talent, commentator, sponsor.

THE SPOKEN WORD IS MASTER!
BUT you can
INSURE
against embarrassing loss
by having our unique
Excess Policy
at amazingly low cost.
Write for details and rates

EMPLOYERS
REINSURANCE
CORPORATION
21 WEST TENTH STREET
KANSAS CITY, MO.

New York, 107 William St.
Chicago 175 W. Jackson
San Francisco, 100 Bush St

Kentucky Opera Assn. It will be produced and recorded by the association and will be one of the recording series released by the Louisville Philharmonic Society. Construction of the radio-tv center will start this summer.

Talkative Women Make News, Draw Crowds for WTIK Account

An announcement over WTIK Durham, N. C., that a woman had talked for 53 hours, 11 minutes, to win a cash prize from a Jacksonville, N. C., furniture store, goaded the station's listeners to call in to maintain they could do better.

So WTIK arranged for the local branch of McMillan's Furniture Co. to sponsor a contest similar to the one its Jacksonville branch had run. The company offered $1,500 as first prize plus a $500 consolation prize to the woman who could break the previous record. The first two of the 27 entries that were received started talking at the store at 9 and 9:05 a.m. June 16. Two other women who applied were kept in reserve. WTIK had permission to switch to 24-hour operation to air five-minute commentaries every half-hour.

At 2:11 and 2:16 p.m. respectively, last Wednesday they had spoken continuously for the specified 53 hours, 11 minutes and were still going strong. During the promotion the station reports the store was continually crowded, newswires telephoned in for reports and photographers from NBC-TV photographed the contestants for Dave Garroway's *Today* show.

According to the station's latest report, one of the ladies has established a new record—72 hours and 3 minutes of continuous patter.

KDKA Gives Audio for Telethon

KDKA Pittsburgh program manager Guy S. Harris worked out a "companion programming" plan for carrying the audio portion of the Variety Club telethon on KDKA-TV June 21. KDKA covered the event from its own studio adjoining the tv center. The am personalities reported on the progress of the fund raising drive for Camp O'Connell, a summer home for handicapped and underprivileged children, and interviewed the telethon stars.

WDBJ-TV to Give Russian Course

WDBJ-TV Roanoke, Va., will inaugurate its Russian language instruction series July 5 at 6 p.m., under the title *Russian—So to Speak*. The half-hour classes will be taught by George Solonevich, a local free-lance commercial artist born in Russia and a specialist in scientific and space subjects. WDBJ is considering a request that the series be made available for college credit.

WTVJ (TV) News V. P. Honored

Ralph Renick, vice president in charge of news, WTVJ (TV) Miami, Fla., was honored for his tv newscasting May 29 when the South Beach Men's Club declared "Ralph Renick Day on Miami Beach." A day-long program ended with a testimonial dinner meeting for club members.

WHEN the call letters of WECT-TV Wilmington, N.C., were changed from WMFD-TV in February, the station decided to use a Pirate Girl trademark to promote its coastal coverage area. Martha Rae Williams, Myrtle Beach, S. C., was selected during an April contest to pick the Miss WECT-TV Pirate Girl. The 23-year-old, 5 ft.-9 in. (37-24-37 in.) title winner now is serving as official representative of WECT-TV at festivals and celebrations in the Carolinas. The station also uses ID slides showing Miss Williams in her pirate suit. She was awarded a $500 wardrobe and a week's vacation for two at one of the coastal resorts.

Best Letters Win Wedding Music

WHDH Boston has been conducting a June promotion, called "Play at Your Wedding Contest," in which couples planning marriage this month may win the services of Ray Dorey and the WHDH Orchestra. Contestants are required to write a letter, stating why they would like the orchestra to play at their wedding. The best letter each week receives the services free of charge. One winning couple, according to a WHDH spokesman, answered the question with a one-word response: "poverty."

WDRC Offers Space Age Map

WDRC Hartford, Conn., is jumping on the space-age bandwagon with an offer of a Rand, McNally & Co. "Space Age News Map." The map costs a dollar in stores, but WDRC is offering it to listeners for 25¢. The station reports that it will handle the map exclusively in its area as a public service. The map gives information on new weapons for the space age, establishment of a satellite orbit, the earth satellite program, the generalized orbit of the Explorer, a polar map of world affairs, and gives relative diameters of the planets with the sun.

Shoe Sponsor Finds Tv Success By Making Personal Appearance

Appearances on KVTV (TV) Sioux City, Iowa, have made a local celebrity of H. O. Rasmussen, manager of the Diamond Shoe Store, a sponsor of the weekday program, *Kids Korner*, 4:30-5 p.m. The station reports children and grown-ups now go to the Diamond store so they can buy their shoes from Mr. Rasmussen who appears twice weekly on the show as "Mr. Hi, the old shoe professor who knows everything about shoes." Program host Jim Henry (Canyon Kid) follows up the sales talk by advising viewers to visit the store.

Mr. Rasmussen calls the tv advertising campaign, "a terrific success." His success story was printed in *The Commentator*, monthly journal published by the International Shoe Co., St. Louis.

WCKT (TV) Issues Brochure

WCKT (TV) Miami has issued a 37-page brochure entitled "In the Public Interest" which explains its operations and policies. The booklet lists the NBC shows WCKT carries; public service programs and projects in civic affairs, world affairs, agriculture, education, government, health, charities and religious series. A chart featured in the brochure credits WCKT with 6,286 public service announcements last year. In addition, the station lists 154 of the agencies that shared in public-service broadcast efforts during the year.

KFMB-TV Celebrates Birthday

When KFMB-TV San Diego celebrated its ninth birthday May 16, ceremonies on the *Early Show* featured Beverly Jean Shorrs, who was selected "Miss Ch. 8" when she was born a few minutes after the station went on the air in 1949. She was presented with her first watch by Bob Dale, host of the show and Monte Hall, station's western personality, gave her a $100 Savings Bond on behalf of KFMB-TV's staff and management. Miss Shorrs has received a bond from the station every year since her first birthday.

Stamp Cancellation Honors CKCH

The 25th anniversary of CKCH Hull, Que., received free advertising this month from its competitors. Postal authorities at Ottawa, Ont., and Hull, twin cities divided by the Ottawa River, used a special cancellation early in June marking the CKCH 1933-58 milestone, and the 45th anniversary of the daily newspaper *Ottawa Le Droit* 1913-58. The cancellation was used on metered mail from the Canadian Broadcasting Corp., which operates CBO, CBOT (TV) and CBOFT (TV) all Ottawa and covering the Ottawa-Hull area.

Station Authorizations, Applications

As Compiled by BROADCASTING

June 12 through June 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

New Tv Stations

ACTIONS BY FCC

Mankato, Minn.—Two-States Television Co.—Granted ch. 12 (204-210 mc); ERP 316 kw vis., 158 kw aur.; ant. height above average terrain 1,038 ft., above ground 1,113 ft. Estimated construction cost $523,860, first year operating cost $330,000, revenue $315,000. P. O. address New Ulm Journal, New Ulm, Minn. Studio location Mankato, Minn. Trans. location near Lewisville, Minn. Geographic coordinates 43° 56′ 14″ N. Lat., 94° 24′ 41″ W. Long. Trans., ant. RCA. Legal counsel Frank Stollenwerck, Washington, D. C. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. Owners are **KNUJ Inc.** (60%) and others. KNUJ Inc. is licensee of **KNUJ New Ulm, Minn. Walter K. Mickelson** is president of KNUJ Inc.; Mr. Mickelson and **Mont Appel** each own 49.82% of KNUJ. Announced June 12.

Alliance, Neb.—Frontier Bcstg. Co.—Granted ch. 13 (210-216 mc); ERP 25.894 kw vis., 12.947 kw aur.; ant. height above average terrain 355 ft., above ground 337 ft. Estimated construction cost $80,175, first year operating cost $25,000, revenue $35,000. P. O. address 2923 E. Lincolnway, Cheyenne, Wyo. Trans. location 12 miles north of Alliance. Geographic coordinates 42° 14′ 07″ N. Lat., 103° 00′ 41″ W. Long. Trans. DuMont, ant. RCA. Legal counsel Koteen & Burt, Washington. Consulting engineer, none. Applicant operates **KFBC-AM-TV Cheyenne** and **KSTF (TV) Scottsbluff, Neb.** Announced June 18.

Existing Tv Stations

ACTIONS BY FCC

KLAS-TV Las Vegas, Nev.—Granted applications for private tv intercity relay system for off-the-air pickup of programs of **KNXT** (ch. 2) **Los Angeles, Calif.** Chairman Doerfer abstained from voting. Announced June 12.

KPTV (ch. 12) **Portland, Ore.**—By letter, denied request for waiver of minimum adjacent channel mileage separation requirement of Sec. 3.610 (c) (1) and dismissed application for mod. of cp to change from ch. 12 to ch. 2. Announced June 18.

Allocations

By notice of proposed rule making and orders to show cause, Commission invites comments by July 14 to its proposal to amend tv table of assignments by changing uhf channels in **Milwaukee, Wis.**, from chs. 19, 25 and 31 to chs. 18, 24 and 30; **Ludington, Mich.**, from ch. 18 to ch. 33; **Beaver Dam, Wis.**, from ch. 37 to ch. 51, and **Chilton, Wis.**, from *24 to *31. It ordered following Milwaukee stations to show cause why they should not shift channels accordingly—**Columbia Bcstg. System Inc.**, station **WXIX** from 19 to 18, **Lou Poller** station **WCAN-TV** from 25 to 24, and **Business Management Inc.**, station **WFOX-TV** from 31 to 30 (latter two stations are not operating). Purpose of proposal is to avoid present second harmonic interference to reception of station WXIX on ch. 19. Comr. Lee absent.

By notice of proposed rule making, Commission invites comments by July 14 to proposal by **Community Television Corp.** to amend tv table of assignments by adding ch. 12 to **Pembina, N. D.**, which does not have assignment. Comr. Lee absent.

Translators

ACTIONS BY FCC

Television for Gallup Assn., Gallup, N. M.—Granted cp for new tv translator station on ch. 83 to translate programs of **KGGM-TV** (ch. 13) **Albuquerque, N. M.** Announced June 18.

Emery County, Orangeville, Utah—Granted cp for new translator station on ch. 74 to serve **Orangeville, Castle Dale, Ferron,** and **Huntington,** by translating programs of **KUTV** (ch. 2) **Salt Lake City**. Emery County presently operates tv translator stations K78AA and K70AR serving these communities by translating programs of Salt Lake City stations **KSL-TV** (ch. 5) and **KTVT** (ch. 4). Announced June 11.

La Barge Community Tv Inc., La Barge, Wyo.—Granted cps for two new tv translator stations to serve La Barge, **Big Piney**, and **Pacific NW Camp** by translating programs of **Salt Lake City** stations—one on ch. 72 to translate programs of **KTVT** (ch. 4) and other on ch. 81 to translate programs of **KUTV** (ch. 2). La Barge Community Tv Inc., presently operates tv translator station K78AF serving La Barge and Big Piney by translating programs of **KSL-TV** (ch. 5), also Salt Lake City. Announced June 11.

New Am Stations

ACTIONS BY FCC

East Palatka, Fla.—Rea Radio & Electronic Lab.—Granted 1480 kc, 500 w D. P. O. address 9 Marconi Pl., Brooklyn, N. Y. Estimated construction cost $15,089, first year operating cost $10,000, revenue $16,000. Equal partners are **Peter, Concetta** and **Anthony Corrado.** Peter is employe Transit Authority City of New York; Anthony is flight engineer, Bendix Aviation, and Concetta is housewife. Announced June 18.

Marianna, Fla.—The Chipola Corp.—Granted 980 kc, 1 kw D. P. O. address ℅ C. Davis Turner, N. Wynn St., Marianna. Estimated construction cost $17,780, first year operating cost $46,000, revenue $58,000. Principals include Mr. Turner, 30%, and seven others, 10% each. The owners are local merchants. Announced June 12.

Millen, Ga.—Jenkins Bcstg. System—Granted 1570 kc, 250 w D. P. O. address Box 114, Newington, Ga. Estimated construction cost $11,588, first year operating cost $24,500, revenue $36,000. **W. Herbert Brannen,** department store owner, will be sole owner. Announced June 18.

Somerset, Ky.—Pulaski Bcstg. Corp.—Granted 1480 kc, 1 kw D. P. O. address ℅ **Oris Gowen,**

NATION-WIDE NEGOTIATIONS • FINANCING • APPRAISALS
RADIO • TELEVISION • NEWSPAPER

WESTERN AM AND VHF

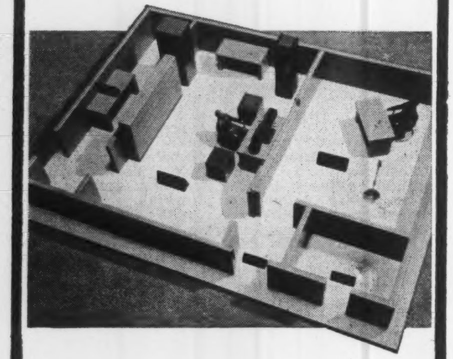
$750,000

These important properties are affiliated with a major network. Well-diversified retail sales. Sizable fixed assets including real estate. Financing available to qualified buyer. A prospectus is available through any office.

HAMILTON, STUBBLEFIELD, TWINING & ASSOCIATES

Washington, D. C.	Cleveland	Chicago	Atlanta	San Francisco	Dallas
Wm. T. Stubblefield	Jackson B. (Jack) Maurer	Ray V. Hamilton	1515	W. R. (Ike) Twining	Dewitt (Judge) Landis
1737 DeSales St., N.W.	2414 Terminal Tower	Tribune Tower	Healey Bldg.	111 Sutter St.	Fidelity Union Life Bldg.
EX 3-3456	TO 1-6727	DE 7-2754	JA 3-3431	EX 2-5671	RI 8-1175

Planning a Radio Station?



Plan "A" incorporates many programming features and permits operation with a minimum of personnel. While ideal for most small stations, it is just one of three basic floor plans that can be modified to suit your needs.

Complete brochure, including floor plans, equipment requirements and discussion of current trends now available. For your free copy, write to RCA, Dept. GD-22, Building 15-1, Camden, N.J.

RADIO CORPORATION of AMERICA

Tmk(s) ®

RCA

Columbia, Ky. Estimated construction cost $19,600, first year operating cost $30,000, revenue $45,000. Mr. Gowen (20%), program director, **WAIN Columbia, Ky.**; **Ervin T. Buis** (20%), farmer and timber buyer; **Rexford C. Vaught** (16%), farmer; **Andrew W. Spaw** (16%), farmer; **Ethridge D. Elmore** (16%), farmer, and **Warren G. Adams** (12%), farmer will be owners. Announced June 12.

Louisburg, N. C.—Franklin Bcstg. Co.—Granted 1480 kc, 500 w D. P. O. address % **Joseph T. Lane**, Box 23, Rt. 6, Raleigh, N. C. Estimated construction cost $21,702, first year operating cost $24,000, revenue $30,000. Equal partners are Mr. Lane and **George E. Peterson**, both employes of **WNAO-TV Raleigh**. Announced June 12.

Lookout Mountain, Tenn.—Lookout Bcstrs.—Granted 1070 kc, 1 kw LS, DA-2. P. O. address % Cyril Brennan, 2775 Fairmont Rd., Montgomery, Ala. Announced June 18.

APPLICATIONS

Del Mar, Calif.—Norman Kay, 1490 kc, 250 w unl. P. O. address 1852 Powell Dr., El Cajon, Calif. Estimated construction cost $16,844, first year operating cost $53,000, revenue $65,000. Sole owner Kay is general sales manager, **KSDO San Diego.** Announced June 17.

Oceanside, Calif.—Benjamin Brown, 1260 kc, 1 kw D. P. O. address 1665 Loma Vista, Pasadena. Estimated construction cost $37,540, first year operating cost $50,000, revenue $60,000. Sole owner Mr. Brown is engineer, **KRKD Los Angeles.** Announced June 17.

Americus, Ga.—Dr. Raleigh Althisar, 1250 kc, 500 w D. P. O. address Box 510, Quitman, Ga. Estimated construction cost $15,710, first year operating cost $24,000, revenue $36,000. Sole owner. Althisar is optimetrist. Announced June 18.

Winfield, Kan.—James Williams, 1210 kc, 250 w D. P. O. address Box 85, Roswell, N. M. Estimated construction cost $11,340, first year operating cost $18,900, revenue $23,625. Sole owner Williams is engineer, **KSWS-TV Roswell.** Announced June 18.

Watertown, N. Y.—Thousand Islands Bcstg. Co. Inc. 1410 kc, 5 kw D. P. O. address 560 W. Main St., Watertown. Estimated construction cost $33,539, first year operating cost $52,000, revenue $65,000. Two-thirds owner, **Francis Johnston,** is housewife. Announced June 17.

Dallas, Tex.—Continental Telecasting Corp., 700 kc, 250 w D. P. O. address 1050 Montecito Dr., Los Angeles. Estimated construction cost $20,367, first year operating cost $75,000, revenue $90,000. One-third owners: **Albert Zugsmith, KRKD-AM-FM Los Angeles** (56.4%), **KULA-AM-TV Honolulu** (25%), **KVSM San Mateo, Calif.** (37.5%), **KBMI Henderson, Nev.** (17.5%), and **WREX-TV Rockford, Ill.** (25%); **Frank Oxarart,** 21.8% of KRKD-AM-FM, 10% of KVSM, and 17½% of KBMI; **John Feldman,** 10% of KVSM, 17½% of KBMI, and 21.8% of KRKD-AM-FM. Announced June 18.

Existing Am Stations

ACTIONS BY FCC

WAPI Birmingham, Ala.—Granted increase of daytime power from 10 kw to 50 kw and change from DA-N to DA-2, continuing operation on 1070 kc with 5 kw-N; engineering conditions. By letters, denied petition and requests by **WIBC Indianapolis, Ind., WVOK Birmingham, Ala.,** and **WDIA Memphis, Tenn.,** for hearing on WAPI application. Comrs. Bartley and Ford absent. Announced June 18.

WETU Wetumpka, Ala.—Granted increase in power on 1250 kc from 1 to 5 kw, D. Announced June 12.

WTWA Thomson, Ga.—Granted mod. of license (1240 kc, 250 w, S.H.) to specify additional Sunday hours of operation. Announced June 18.

KDMA Montevideo, Minn.—Granted change of facilities from 1450 kc, 100 w, U, to 1460 kc, 1 kw, unl. DA-1; engineering conditions. Announced June 12.

WHBT Harriman, Tenn.—Granted change of facilities from 1230 kc, 250 w, U, to 1600 kc, 5 kw, D; remote control permitted. Announced June 12.

WILA Danville, Va.—Denied request for immediate grant of application to increase power from 500 w to 1 kw, continuing operation on 1580 kc D, and designated same for hearing; made **WHEE Martinsville, Va.,** party to proceeding. Announced June 18.

KBRC Mount Vernon, Wash.—Granted increase of daytime power from 1 to 5 kw, continuing operation on 1430 kc, 1 kw-N, DA-N; engineering condition. Comrs. Bartley and Ford absent. Announced June 18.

CALL LETTERS ASSIGNED

WELB Elba, Ala.—Howard Parrish Jr., 1350 kc.

WAAY Huntsville, Ala.—Smith Bcstg. Inc., 1550 kc.

KGPC Grafton, N. D.—KGPC Co.

WLCH Lawrenceville, Va.—Harry Epperson Sr., 580 kc.

New Fm Stations

ACTIONS BY FCC

Fresno, Calif.—McMahon Bcstg. Co.—Granted 95.5 mc, 26 kw. P. O. address 945 Van Ness Ave., Fresno. Estimated construction cost $27,799, first year operating cost $3,000, revenue to be included with am station. Applicant is licensee of **KMAK Fresno.** Announced June 12.

Santa Barbara, Calif.—Sherrill Corwin—Granted 107.9 mc, 29.5 kw. P. O. address 12 S. Robertson Blvd., Los Angeles. Estimated construction cost $28,700, first year operating cost $25,000, revenue $20,000. Sole owner Corwin has numerous broadcast interests. Announced June 12.

Santa Barbara, Calif.—Tri Counties Bcstg. Co.—Granted 99.9 mc, 3.1 kw unl. P. O. address 25 West Anapamu, Santa Barbara, Calif. Estimated construction cost $14,380, first year operating cost $15,000, revenue $22,000. Owners are **William H. Buckley** and **Richard Barrett Cuetara** (each 50%). Mr. Buckley is in music franchising; Mr. Cuetara is partner with Mr. Buckley in music firm and has been promotion manager, **KEYT Santa Barbara.** Announced June 12.

APPLICATION

Gainesville, Tex.—Gainesville Bcstg. Co. 94.5 mc, 2.48 kw. P. O. address Box 222, Gainesville. Estimated construction cost $9,195, first year operating cost $10,000, revenue $12,000. Applicant is licensee of **KGAF Gainsville.** Announced June 9.

Existing Fm Stations

ACTIONS BY FCC

WLDM (FM) Detroit, Mich.—Granted application to modify its SCA to multiplex basis. Announced June 18.

WDDS-FM Syracuse, N. Y.—Granted application to modify its SCA to a multiplex basis. Announced June 18.

KMCS (FM) Seattle, Wash.—Upon request for reconsideration, Commission, by letter, reaffirmed its March 12 denial of waiver of Sect. 3.293 of its rules to permit functional music operation on a simplex basis. Chairman Doerfer voted for grant. Announced June 18.

CALL LETTERS ASSIGNED

KJPO (FM) Fresno, Calif.—John H. Poole, 99.5 mc.

KFRC-FM San Francisco, Calif.—RKO Tele-

New England

$200,000.00

Profitable fulltime station in a solid city market of over 100,000. 29% down and the balance on reasonable terms.

Florida

$135,000.00

Top regional facility in a medium market. Now profitable under absentee ownership, this station has great potential for an owner-operator. Terms can be arranged.

Exclusive with

Blackburn & Company

NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D. C.	ATLANTA	CHICAGO
James W. Blackburn	Clifford B. Marshall	H. W. Cassill
Jack V. Harvey	Stanley Whitaker	William B. Ryan
Washington Building	Healey Building	333 N. Michigan Avenue
STerling 3-4341	JAckson 5-1576	Financial 6-6460

PROFESSIONAL CARDS

JANSKY & BAILEY INC.
Executive Offices
1735 De Sales St., N. W. ME. 8-5411
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C. FEderal 3-4800
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 7-1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. Pilgrim 6-3000
Laboratories, Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
501-514 Munsey Bldg. STerling 3-0111
Washington 4, D. C.
Member AFCCE

Commercial Radio Equip. Co.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 7-1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.
Member AFCCE

A. D. RING & ASSOCIATES
30 Years' Experience in Radio Engineering
Pennsylvania Bldg. Republic 7-2347
WASHINGTON 4, D. C.
Member AFCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
1052 Warner Bldg. National 8-7757
Washington 4, D. C.
Member AFCCE

Lohnes & Culver
MUNSEY BUILDING DISTRICT 7-8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
711 14th St., N. W. Sheraton Bldg.
Washington 5, D. C. REpublic 7-3984
Member AFCCE

L. H. CARR & ASSOCIATES
Consulting
Radio & Television
Engineers
Washington 6, D. C. Fort Evans
1000 Conn. Ave. Leesburg, Va.
Member AFCCE

PAGE, CREUTZ, STEEL & WALDSCHMITT, INC.
Communications Bldg.
710 14th St., N. W. Executive 3-5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING ENGINEERS
INWOOD POST OFFICE
DALLAS 9, TEXAS
LAKESIDE 8-6108
Member AFCCE

GUY C. HUTCHESON
P. O. Box 32 CRestview 4-8721
1100 W. Abram
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
John A. Moffet—Associate
1405 G St., N. W.
Republic 7-6646
Washington 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING ENGINEER AM-FM-TV
7615 LYNN DRIVE
WASHINGTON 15, D. C.
OLiver 2-8520

GEO. P. ADAIR ENG. CO.
Consulting Engineers
Radio-Television
Communications-Electronics
1610 Eye St., N.W., Washington, D. C.
Executive 3-1230 Executive 3-5851
Member AFCCE

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associates
George M. Sklom, Robert A. Jones
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3802 Military Rd., N. W., Wash., D. C.
Phone EMerson 2-8071
Box 2468, Birmingham, Ala.
Phone STate 7-2601
Member AFCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
BOX 68, INTERNATIONAL AIRPORT
SAN FRANCISCO 28, CALIFORNIA
DIAMOND 2-5208

JOHN B. HEFFELFINGER
8401 Cherry St. Hiland 4-7010
KANSAS CITY, MISSOURI

Vandivere & Cohen
Consulting Electronic Engineers
610 Evans Bldg. NA. 8-2698
1420 New York Ave., N. W.
Washington 5, D. C.
Member AFCCE

CARL E. SMITH
CONSULTING RADIO ENGINEERS
8200 Snowville Road
Brecksville, Ohio
Tel.: JAckson 6-4386 P.O. Box 68
Member AFCCE

J. G. ROUNTREE, JR.
5622 Dyer Street
EMerson 3-3266
Dallas 6, Texas

VIR N. JAMES
SPECIALTY
Directional Antennas
1316 S. Kearney Skyline 6-1603
Denver 22, Colorado

JOHN H. MULLANEY
Consulting Radio Engineers
2000 P St., N. W.
Washington 6, D. C.
Columbia 5-4666

A. E. TOWNE ASSOCS., INC.
TELEVISION and RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR. 5-3100

RALPH J. BITZER, Consulting Engineer
Suite 298, Arcade Bldg., St. Louis 1, Mo.
Garfield 1-4954
"For Results in Broadcast Engineering"
AM-FM-TV
Allocations • Applications
Petitions • Licensing Field Service

PETE JOHNSON
CONSULTING ENGINEERS
KANAWHA HOTEL BLDG PHONE:
CHARLESTON, W. VA. DI. 3-7503

MERL SAXON
Consulting Radio Engineer
622 Hoskins Street
Lufkin, Texas
NEptune 4-4242 NEptune 4-9558

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS
A FULL TIME SERVICE FOR AM-FM-TV
P. O. Box 7037 Kansas City, Mo.
Phone Jackson 3-5302

CAPITOL RADIO ENGINEERING INSTITUTE
Accredited Technical Institute Curricula
3224 16th St., N.W., Wash. 10, D. C.
Practical Broadcast, TV Electronics engineering home study and residence courses. Write For Free Catalog, specify course.

IRL T. NEWTON, JR.
Consulting Engineer
422 Washington Bldg.,
15th and N. Y. Ave., N. W.,
Washington, D. C.
Telephone: EXecutive 3-7165

SPOT YOUR FIRM'S NAME HERE,
To Be Seen by 79,497* Readers
—among them, the decision-making station owners and managers, chief engineers and technicians—applicants for am, fm, tv and facsimile facilities.
*ARB Continuing Readership Study

radio Pictures Inc., 106.1 mc.

KVEN-FM Ventura, Calif.—Coast Ventura Co., 100.7 mc.

KUDU-FM Ventura-Oxnard, Calif.—Tri-Counties Public Service Inc.

WRJR (FM) Lewiston, Me.—President and Trustees of Bates College, 90.3 mc.

WBKV-FM West Bend, Wis.—West Bend Bcstg. Co., 98.5 mc.

COMMERCIAL STATION BOXSCORE

As Reported by FCC through May 31

	AM	FM	TV
LICENSED (all on air)	3,208	524	415[1]
CPs ON AIR (new stations)	40	17	95[2]
CPs NOT ON AIR (new stations)	92	87	108
TOTAL AUTHORIZED STATIONS	3,340	628	663
APPLICATIONS FOR NEW STATIONS (not in hearing)	406	40	64
APPLICATIONS FOR NEW STATIONS (in hearing)	126	18	63
TOTAL APPLICATIONS FOR NEW STATIONS	532	58	127
APPLICATIONS FOR MAJOR CHANGES (not in hearing)	248	27	37
APPLICATIONS FOR MAJOR CHANGES (in hearing)	41	0	17
TOTAL APPLICATIONS FOR MAJOR CHANGES	289	27	54
LICENSES DELETED	0	2	0
CPs DELETED	1	0	1

SUMMARY OF STATUS OF AM, FM, TV

Compiled by BROADCASTING through June 18

	ON AIR		CP	TOTAL APPLICATIONS
	Lic.	Cps	Not on air	For new stations
AM	3,208	42	101	542
FM	524	21	88	58
TV (Commercial)	415[1]	96[2]	110	127

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING through June 18

	VHF	UHF	TOTAL
COMMERCIAL	425	86	511[3]
NON-COMMERCIAL	24	7	31[4]

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

[2] There are, in addition, 35 tv cp-holders which were on the air at one time but are no longer in operation and one which has not started operation.

[3] There have been, in addition, 177 television cps granted, but now deleted (33 vhf and 144 uhf).

[4] There has been, in addition, one uhf educational tv station granted but now deleted.

Allocations

Commission invites comments by July 18 to proposed rule making to amend allocation plan for Class B fm stations as follows: Add ch. 298 to **Winston-Salem, N. C.**; Add ch. 233 to **Gainesville, Tex.**, and substitute ch. 246 for ch. 236 in **Sherman, Tex.**; and Add ch. 293 to **San Diego, Calif.**

Ownership Changes

ACTIONS BY FCC

WERH Hamilton, Ala.—Granted assignment of license to **Kate F. Fite**; settles estate of deceased **Mr. Fite.** Comrs. Bartley and Ford absent. Announced June 18.

KAFA Colorado Springs, Colo.—Granted assignment of licenses and cp to **General Bcstg. Corp. (John C. Hunter** has interests in **WCMP Pine City, Minn.,** and **KOWB Laramie, Wyo., Kenneth E. Palmer** and **Robert Donner Jr.**); consideration $89,700. Comrs. Bartley and Ford absent. Announced June 18.

WSAU Wausau, Wis.—Granted assignment of license to **WRIG Inc. (Julia** and **Duey E. Wright Sr.)**; consideration $56,000. Comrs. Bartley and Ford absent. Announced June 18.

APPLICATIONS

WLBS Birmingham, Ala.—Seeks assignment of license from **WLBS Inc.** to **American Electronix Inc.** for $50,000. New owners are **Thad Holt** and **E. C. Atkerson,** both of whom are in radio supply. Announced June 9.

WTCB Flomaton, Ala.—Seeks transfer of control (100%) from **W. L. Kline,** et al, to **Mr.** and **Mrs. Andrew Lee** and **Mr.** and **Mrs. George Haskew** for $47,500. Mr. Lee is retailer; Mr. Haskew manager **WPBB Jackson, Ala.** Announced June 18.

WNPT Tuscaloosa, Ala.—Seeks acquisition of positive control by **Mr.** and **Mrs. William Harris** through purchase of 30 shares from **Mrs. Allie Todd** for $24,000. Buyers own one-third of **WJBB Haleyville, Ala.** Announced June 18.

KMOP Tucson, Ariz.—Seeks transfer of negative control (50%) of licensee **(Bamray Bcstg. Co.)** from **Ray Odom, A. V. Bamford** and **Bamray Bcstg. Co.** to **Richard Jacobson** and **Howard Kalmenson** for $60,000. Mr. Jacobson is **WABC New York** account executive; Mr. Kalmenson is account executive-merchandising manager, **WABC-TV.** Announced June 16.

KTCN Berryville, Ark.—Seeks assignment of license from **Americas New Era Radio** to **T. W. Rogers, Fred Ward,** and **Mel Lymberry** d/b as **Ozark Radio & Equipment Co.** for $40,000. Mr. Rogers is banker; Mr. Ward is engineer; Mr. Lymberry is announcer, **KARK-TV Little Rock.** Announced June 13.

WHOO-AM-FM Orlando, Fla.—Seeks transfer of control of licensee **(Brownstone Properties Inc.)** from **Edwin Estabrook Jr.** and **Maurice Weiss** to **Donald Horton** and **G. D. Kincaid** for $15,000. Mr. Horton has minority interest in **WVIK Lexington** and **WFKY Frankfort,** both **Kentucky.** Announced June 13.

WSTN St. Augustine, Fla.—Seeks assignment of license from **Stanmark Inc.** to **St. Croix Bcstg. Co.** for $77,500. New Owners: **Robert Hawley,** accountant, (44.46%); **John Vondell Jr.,** radio station coordinator, (27.77%), and **Wesley Wentworth,** general contractor, (27.77%). Announced June 16.

WALT Tampa, Fla.—Seeks assignment of license and cp from **Tampa Bcstg. Co. Inc.** to **West Coast Bcstg. Corp.** for approximately $500,000. New owners are **Clearwater** businessman **Bruce Taylor** and associates. Announced June 17.

WDEC Americus, Ga.—Seeks transfer of control (100%) of licensee **(Americus Bcstg. Co.)** from **T. O. Marshall Jr.,** et al, to **Charles Smith** for $21,000. Mr. Smith is WDEV v.p. Announced June 16.

WNIB (FM) Chicago, Ill.—Seeks acquisition of positive control of licensee **(Northern Ill. Bcstg. Co. Inc.)** by William Florian through purchase of 25 shares from **Edward Merritt** for $500. Mr. Florian increases ownership from 49.3 to 52.8%. Announced June 16.

KCRB Chanute, Kan.—Seeks assignment of license from **Mr.** and **Mrs. Cecil Roberts** to **Mr.** and **Mrs. James Roberts** for $16,400. James Roberts has been news director, **WREI Farmington, Mo.,** which is owned by his father, Cecil. Announced June 13.

WIPA Annapolis, Md.—Seeks transfer of control of licensee **(WASL Bcstg. Co.)** from **Robert Kent** to **William** and **James Calomiris** and **Max Reznick** for $86,200. Calomiris brothers (25% each) are realtors. Mr. Reznick (50%) is producer and talent-account executive, **DuMont Bcstg. Corp.** and **WARL Arlington, Va.** Announced June 13.

WHWL Nanticoke, Pa.—Seeks assignment of license from **Radio Anthracite Inc.** to **Wyoming Radio Inc.** for $75,000. New Owners are **Mr.** and **Mrs. E. D. McWilliams** (50%) and **Mr.** and **Mrs. Martin Philip** (50%). Mr. McWilliams is in farming and truck design; Mr. Philip is lawyer and realtor. Announced June 17.

KTXN Austin, Tex.—Seeks assignment of license from **Radio Austin Inc.** to **Jage Inc.** for $200,000. New Owners are **Giles E. Miller, Dallas** businessman, and **Jack Schatz,** one-third owner of **Chez Paree, Chicago.** Announced June 18.

KBEN Carrizo Springs, Tex.—Seeks assignment of license from **Walter Herbort Jr.** and **Roy Herbort** d/b as **Radio Station KBEN,** to Walter Herbort Jr. for $1,500. Announced June 16.

KTIX Seattle, Wash.—Seeks transfer of control of licensee **(Tele-Broadcasters of Wash. Inc.)** from **Tele-Broadcasters Inc.** to **Hugh LaRue** for approximately $133,000. Until recently Mr. LaRue was **KTVR Denver** executive. Announced June 13.

Hearing Cases

FINAL DECISION

By memorandum opinion and order, Commission denied petitions by **Frontier Bcstg. Co.. (KSTF** ch. 10), **Scottsbluff, Neb.,** for further hearing and for stay in proceeding on application of **Western Nebraska Television Inc.,** for new tv station to operate on ch. 13 in **Alliance, Neb.** Comr. Cross not participating. By separate order, Commission, on petition by applicant, made effective immediately initial decision, as modified by Commission and granted application of **Western Nebraska Television Inc.,** for new tv station to operate on ch. 13 in **Alliance, Neb.** Comr. Cross not participating. Announced June 18.

INITIAL DECISIONS

Hearing Examiner Millard **F.** French issued initial decision looking toward granting application of **Mid-America Bcstrs. Inc.,** for new Class B fm station to operate on 95.7 mc in **San Francisco, Calif.** Announced June 18.

Hearing Examiner Thomas H. Donahue issued initial decision looking toward granting application of **KLAD Bcstrs** to change facilities of **KLAD Klamath Falls, Ore.,** from 900 kc, 1 kw, D, to 960 kc, 5 kw,. D. Announced June 17.

Hearing Examiner J. D. Bond issued initial decision looking toward granting application of **New Hanover Bcstg. Co.** for new tv station to operate on ch. 3 in **Wilmington, N. C.** Announced June 16.

OTHER ACTIONS

By order, Commission granted petition by **Plough Bcstg. Co. Inc. (WJJD), Chicago, Ill.,** to reopen record in proceeding on application of **Town and Country Radio Inc.,** for new am station to operate on 1150 kc, 500 w D, DA, in **Rockford, Ill.,** and remanded proceeding to hearing examiner for further hearing on issues specified in order and for issuance of further supplemental initial decision. Comr. Craven not

Continues on page 98

ALLEN KANDER
AND COMPANY

NEGOTIATORS FOR THE PURCHASE AND SALE
OF RADIO AND TELEVISION STATIONS
EVALUATIONS
FINANCIAL ADVISERS

WASHINGTON
1625 Eye Street, N.W.
NAtional 8-1990

NEW YORK
60 East 42nd Street
MUrray Hill 7-4242

CHICAGO
35 East Wacker Drive
RAndolph 6-6760

DENVER
1700 Broadway
AComa 2-3623

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

- DEADLINE: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.
- SITUATIONS WANTED 20¢ per word—*$2.00 minimum* • HELP WANTED 25¢ per word—*$2.00 minimum.*
- All other classifications 30¢ per word—*$4.00 minimum.* • DISPLAY ads $20.00 per inch.
- No charge for blind box number. Send replies to BROADCASTING, 1735 DeSales St., N.W., Washington 6, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

Need full staff, including manager and announcers with first class tickets, for Michigan vacation-area daytimer under construction. Send resume and tape % WWBC, Bay City.

Management

Unusual opportunity for sales-minded executive in eventual management metropolitan market. Box 762E, BROADCASTING.

General manager—experienced manager or commercial manager ready to manage. Must be strong on sales with proven record. Family man with car seeking home in small town and future with chain. Position open WARF Jasper, Alabama. $125.00 week plus percent of profits. Write Hudson Millar, WKUL, Cullman, Alabama.

Sales

Successful salesman interested in increasing his income. Excellent income for qualified ambitious worker. Permanent position in New Jersey. Write stating qualifications and experience. Box 764E, BROADCASTING.

Sales manager for 250 MBS in small N. Carolina competitive market. Draw, commission, car expenses, 5% net profit bonus. Box 735E, BROADCASTING.

Wanted—Experienced salesman or announcer salesman at top quality regional station in the Piedmont section of North Carolina. Prefer a man who is now employed in this general area. Excellent earnings with chance for advancement. Our personnel know about this ad. Box 740E, BROADCASTING.

Boomingest market in Texas has openings for sales manager and salesmen. Incentive plan plus outstanding fast-growing market makes this an excellent opportunity for go-getters. If you have proven sales ability, send complete resume, all details, including present billings and earnings, in first letter. Box 772E, BROADCASTING.

Sales manager with sales experience. High pay to right person. Write Dr. F. P. Cerniglia, KLIC, Monroe, La.

Kentucky. Good sales opportunity with aggressive, growing organization. Send resume, references, earning requirements. Radio WBLG, Box 1417, Lexington.

The man I'm looking for is now working in small market and ready to make his step up. Excellent opportunity to make money and advance in growing group of stations. If you're imaginative, have ability to sell, there is a future for you with our radio group. Rich up state New York market. Phone collect, Morgan M. Brown, Sales Manager, WENE, Endicott, N. Y. 5-3351.

Salesman: Age 25 to 31, married, who enjoys work, who can write copy that sells, do announcing if necessary. Must supply references and be available for personal interview. If above requirements cannot be met, do not apply. WHAW, Weston, West Virginia.

Experienced salesman for nation's eighth market wanted to call on agency and retail accounts. Must have success story. Size of market working in unimportant. Salary or 15% commission, whichever is greater. Age 24-35. Send picture and resume to WMCK, 516 Market St., McKeesport, Pa.

Adding proven salesman to top Hooper and Pulse rated station. Three station market, city population 88,000. Limited network, adult music, contact Lou Murray, WRTA, Altoona.

Announcers

Wanted: Young, ambitious announcer able to do newscast and dj shows. Good starting salary for a 5,000 watt, south Georgia station. Box 484E, BROADCASTING.

Program manager for eastern Pennsylvania station. Will have complete authority subject only to manager. Must have three years experience as staff announcer. Must be good board man willing to work hard to justify further advancement. This is an excellent opportunity for an announcer who is ready to move into management. All applicants must be available for personal interview. Send tape and resume. Box 536E, BROADCASTNG.

Experienced news, music announcer on 1,000 watt southwestern independent. Box 638E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Announcers

Announcer one year experience or more. Need two men interested in news gathering and sports play-by-play. Also dj. Southern Indiana Area. Box 678E, BROADCASTING.

Local network station desires announcer on or about August 1st. Some experience necessary. Permanent position. Paid vacation, insurance and many other advantages. Apply to Box 703E, BROADCASTING.

Wanted—Experienced announcer for North Carolina regional station. Must be able to handle heavy schedule of local and regional news plus dj work. Send complete details to Box 741E, BROADCASTING.

Florida. Need experienced personality pop dj. Above average salary. Promotion minded station. Send tape, background. Box 750E, BROADCASTING.

Experienced staff announcer for small market 5,000 watt station in north Georgia. Good opportunity and permanent position for right man. Send photo, resume, and salary requirements. Box 752E, BROADCASTING.

I am looking for a top morning man. Eastern market, in a fast growing market. Top pay in the market for top personality. Send tape and background resume. Box 782E, BROADCASTING.

Need announcer. First class ticket essential. 40 hours work week. Good pay. Box 789E, BROADCASTING.

First class combo-man. Must be sober, married or single. Pay tops for a good man who wants to get ahead. Nice market, good living conditions. Call: KLEE Radio, Ottumwa, Iowa, Mgr.

Good pay for good salesman-announcer. KPAP, Redding, California.

Excellent opportunity for announcer with 1st phone. Highest salary in east Texas. Good working conditions. No drifters, please. E. H. Whitehead, KTLU, Rusk, Texas.

Midwestern indie needs a good, sober, reliable salesman. Top pay, plus commission. Call now: Manager, KLEE, Ottumwa, Iowa.

Bright dj with ideas for work in radio-tv operation. Salary open. Contact Manager, KWWL, Waterloo, Iowa.

Looking for staff announcer to fill position of man leaving for the Army. Some experience necessary. Good working conditions, paid vacation, insurance and regular hours. Write WARK, Hagerstown, Md.

New, modern sound requires fast paced, alert, experienced, stable dj who can build audience and sponsors and follow planned music policy. If you have potential, we'll teach you modern radio. Tape, photo, resume. Bob Edwards, PD, WCSI, Columbus, Indiana.

Wanted immediately experienced combination announcer-salesman with accent on sales. Station expanding, wonderful opportunity! Excellent working conditions. Contact, Clay Cline, WDBM, Statesville, North Carolina.

WFRL, Freeport, Illinois has immediate opening for experienced staff announcer. 48 hour week, overtime over 40 hours. Paid vacations, free insurance. Morning shift, daytime operation. Write or call Bud Walters.

Announcer—first class license essential—Send resume and tape to WMIC, P. O. Box 306, Monroe, Michigan.

Morning personality. We have first opening in our morning schedule in four years and need an experienced, friendly, down to earth personality. Sorry, no "top 40" dj types. 1 kw indie in prosperous 20,000 single station market. Application pending for 5 kw. Include full details, photo, tape in first letter. WMIX, Mt. Vernon, Illinois.

Technical

Chief engineer wanted for 250 watt station in large eastern market. Must be familiar with 10 kw fm and studio equipment. Box 785E, BROADCASTING.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Mr. News Director, this ad will run until we find the right man. We need a newsman who gets behind the surface news; who knows what's going on. News in depth is our most important service. Good salary and facilities. Write Box 179E, BROADCASTING.

Eastern Pennsylvania daytimer needs experienced male copy writer, who can do some air work. Must be good typist. Salary, extra for air work. Profit sharing. Box 702E, BROADCASTING.

Program director. Experienced. Southeast metropolitan market. Must be creative with salable audience building ideas, excellent production, good air personality. Must have ability to handle men and make good ratings even better. Wonderful opportunity for right man. Box 722E, BROADCASTING.

News director to build local news department and hire other radio newsmen hungry for news fast and first. Must be married and ready to settle in small market for permanent well paying position. No clock watchers please. Box 730E, BROADCASTING.

Program director-air salesman with flair to write situation and gimmick spots. Newest sound-in-town station with winning format expanding! Right man well paid! Auditions. photos, background required. Box 759E, BROADCASTING.

I need a pro . . . under 35 who can supervise traffic, write continuity and do air work as dj. I'll pay such a man an excellent salary plus talent. I need this man now. Call, wire or write immediately. H. K. Crowl, WAVI in Dayton, Ohio, "America's 38th market." Baldwin 2-1291.

News reporter—editor job with some announcing. Send full information, and audition tape to WJTN, Jamestown, New York.

RADIO

Situations Wanted

New announcers! 8 Pathfinder graduates. Good board operators. Start $50.00 week. Southeast, Kentucky, Tennessee, Carolinas, or mid-west. 737 11th St. N.W., Washington, D. C.

Management

Mr. Station Owner: Young southerner, 9 years radio, all phases, desires to manage your station. Qualifications: chief engineer, 5 years, announcer 3 years, assistant manager 2 years, can train staff, 2 years college, member Kiwanis, Jaycees. Box 681E, BROADCASTING.

Manager: Presently employed major market, tired of rat-race big station. Looking for small market. Completely experienced and available as husband-wife team to make your property money. Box 736E, BROADCASTING.

General manager with first phone and ten years experience wants small upper midwest market. Write Box 738E, BROADCASTING.

Manager for medium market. Married, children, 32, impressive appearance, sales management background. Currently account man top rated station one of first eight markets. Box 751E, BROADCASTING.

Strong on sales experienced in both local and national fields. Would like small market in eastern states. Salary—Percentage based on results produced. Box 776E, BROADCASTING.

Sales

Go-getter, experienced, seeking good potential. Prefer deal including air work. Can run own board. All-around man—what you're looking for. Box 505E, BROADCASTING.

Four years selling experience (insurance). Want to make radio sales my career. Resume on request. Box 726E, BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Sales

Creative air personality that communicates and sells. Now chief engineer. Ten years experience, construction, maintenance, microwave to mobile remote. College, family. Goal: Management. Next step: Sales. Desire: Relocate stable operation needing chief engineer—air salesman, offering advancement opportunities; opportunity to learn sales. Trained replacement, available now. Tape, resume, references. Phone 1260, Jerry Servatius, Box 46, Ottawa, Kansas.

Announcers

Terrific sportscaster. Also dj, announcer, news, sales, employed. Experience galore. Box 381E, BROADCASTING.

Negro deejay, good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 502E, BROADCASTING.

Girl dj announcer. Go anywhere. Ready now. Run own board. Can sell too. Steady, no bad habits. Love to build audiences and grab accounts. Tape and resume. Box 503E, BROADCASTING.

Personality-dj, strong commercials, gimmicks, etc., run own board. Steady. eager to please. Go anywhere. Box 504E, BROADCASTING.

Announcer, colored disc jockey. Light experience, strong ambition. Tape available. Box 633E, BROADCASTING.

Experienced up to 50 kw. Versatile negro announcer with first phone. Box 666E, BROADCASTING.

Experienced—top rated newsman—can do sports—commercials—interviews—special events and sales. Radio or television. Box 667E, BROADCASTING.

Radio's answer to static? 2 yrs. radio-speech-writing major. Vet., single. Box 701E, BROADCASTING.

Ambitious high school senior, good announcer-dj. Summer work, tape. Box 727E, BROADCASTING.

Announcer d.j., negro, capable, competent. Experienced. Good commercial delivery. Tape. Box 728E, BROADCASTING.

Nightowl with first phone wants midnite to dawn or night announcing job. Presently employed by CBS affiliate as deejay and announcer. Box 729E, BROADCASTING.

Young experienced announcer desires night shift in music, news station. Currently employed, excellent references. Box 734E, BROADCASTING.

Country and western and pop d.j.-with news. 3 years experience, 6 months as assistant manager. Air check, personal references, etc., available. Prefer west or southwest areas; will consider all offers anywhere. Box 737E, BROADCASTING.

Announcer, negro. Sparkling air personality. Light experience. Ambitious. Tape available. Box 743E, BROADCASTING.

Three years, wants Orange or Rockland county New York or nearby. Box 744E, BROADCASTING.

Radio. Any broadcasting capacity: Announce, write, strong news, record show, commercials. College graduate, major communications. Capable, serious, hardworking. Draft deferred. Box 753E, BROADCASTING.

Warm and enthusiastic personality. Strong on "sell". Promotion-minded radio school graduate prefers south, but will travel anywhere. Salary secondary. Tape sent promptly. Box 761E, BROADCASTING.

Experienced top pop personality dj. 27, vet, married. To relocate in Florida, New Orleans, or any large market. Box 788E, BROADCASTING.

Music man. Know all types of broadcasting. Experienced, available immediately. Box 768E, BROADCASTING.

Staff announcer—young, married, veteran. Good music and news. Dependable and ambitious. Prefer east coast. Box 769E, BROADCASTING.

Competent sports, newsman, 2½ years, all phases, family man. Desires connection with reliable station. Box 771E, BROADCASTING.

Announcer-dj. 3 years experience. Consider all offers. Box 773E, BROADCASTING.

Eating purple people isn't right up my alley . . . but I can tastefully chew my way around a record show, news gathering and delivery. An eight-year veteran of radio and tv, last six in top Connecticut tv station, desires staff announcing spot in New England or New York area. Box 774E BROADCASTING.

RADIO

Situations Wanted—(Cont'd)

Announcers

Help! I need a job. 1st phone, go anywhere. Box 755E, BROADCASTING.

Announcer, engineer, program director, station manager. See "Most useful man," tv situations wanted management. Box 777E, BROADCASTING.

First phone, combo-man. Will travel. Married, veteran. John Pardini, 1006 N. Mariposa, Los Angeles, California, No 3-8979.

Experienced, announcer. Versatile. Will gladly send tape, resume upon request. Call collect from anywhere in the U. S. Newtown 9-3678. Rip Rogers, 54-08 Roosevelt Avenue, Woodside L. I., New York.

Married, combo man, trained by top Chicago freelance announcer. Strong on hardsell, cold copy and all music. Desire permanent position in upper midwest. Philip Bernath, 5909 W. 93rd Street, Oak Lawn, Illinois.

Announcer—1st phone. Fully trained in radio. Wants first job. Go anywhere. Available immediately. Resume and tape. Daniel Miller, 2425 South Sixth Avenue, Arcadia, California.

First phone, combo man, available, experienced with all types of equipment. Call Neon, Kentucky 2465, Bill Cordell.

First phone combo man. Short on experience, married, no children. Bob Raucher, KOPR, Finlen Hotel, Butte, Montana.

Production-minded, personality dj and news man, wants work with sharp station within 200 miles of St. Louis. Three years experience, some college, good references. $100.00 weekly. Box 787E, BROADCASTING.

Technical

Have first phone, some transmitter and studio experience, desire employment in or around D. C. area. Personal interview requested. Box 655E, BROADCASTING.

Combo experienced chief. AM-FM, hi-lo power. Box 731E, BROADCASTING.

Chief engineer: 1st phone, 17 years experience 250-5000 watts. DA. Married, prefer midwest. Box 733E, BROADCASTING.

Chief engineer, 20 years experience broadcasting operation, maintenance, construction. Desires chief engineer position in Florida. Age 39. Box 747E, BROADCASTING.

Constructing new radio or tv station? See "Most useful man," tv situations wanted management. Box 778E, BROADCASTING.

FCC first phone license; July-August preparation. Monty Koffer, 105 E. 16th Street, Brooklyn, New York. Bu 2-4622.

Production-Programming, Others

Program manager, other supervisor. Nine years experience radio-tv, administrative man with good background station and radio network operations. Presently traffic supervisor major 50 kw in principal market. Box 723E, BROADCASTING.

PD, 8 years experience, 33, married, family. Prefer PD or good staff position. Box 748E, BROADCASTING.

Available now. Experienced copywriter—knowledge of traffic, programming. Sample copy, resume on request. Box 754E, BROADCASTING.

Program director-announcer, top station in market, five years experience, first phone, married, not afraid to work. Desire relocation west coast. Box 757E, BROADCASTING.

Organist. Wide experience. Creative. Own programs. Classics through jazz. Background music. Union. Own organ. Box 758E, BROADCASTING.

Ideas—copy—sales—disk jockey. This gal's great. Hire me—why wait! Box 765E, BROADCASTING.

Wanted opportunity as news man-dj-promotion man or combination for Goud Hill, of our staff. Feel he deserves advancement to larger operation. Leaving voluntarily. Available after July 19. Recommend highly. Call or write, KJFJ, Webster City, Iowa, for full enthusiastic details.

TELEVISION

Help Wanted

Sales

Now working for a western tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

TELEVISION

Help Wanted—(Cont'd)

Sales

Now working for a national rep? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for an eastern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a midwest tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Now working for a southern tv station? You have a proven sales record, no drinking problems, experience in tv. You want good living and excellent pay in high, cool Colorado Springs. Send picture, all details Robert D. Ellis, KKTV, Colorado Springs, Colo.

Management

Assistant manager wanted for Canadian television station located in Moncton, New Brunswick—just three hours from Boston. This an excellent opportunity for the right man, strong in sales and desiring a nice family town to settle in. We want an ambitious man with good knowledge of tv operations, not afraid to shoulder plenty of responsibility and build sales. Good starting salary and liberal incentive with plenty of opportunity to advance. Send resume of background and experience to Fred Lynds, President, Moncton Broadcasting Ltd., Moncton, N. B., Canada.

Announcers

Experienced announcer for booth and on-camera work. Medium mid-south market. Full power vhf. Box 129E, BROADCASTING.

Immediate opening, southeastern full power vhf, major market, excellent living and working conditions. Only qualified persons need apply . . . permanent position with opportunity for advancement . . . send photo, tape and resume with initial reply. Box 790E, BROADCASTING.

TELEVISION

Situations Wanted

Management

As your new sales manager I pledge: 1. To be a selling sales manager, not the ivory tower warming type. 2. Work with and not in competition with my men, increasing their income first and my own second. 3. Do away with all house accounts as soon as possible in order that I can work toward a happier, more prosperous and therefore more productive sales staff. I have proved these 3 tenets can work, if honestly and industriously applied. I can prove them for you. Stockholders know of this ad. Write Box 739E, BROADCASTING.

Most useful man. Thoroughly experienced, competent all broadcasting fields—air performance, sales, management, engineering. Seeking opportunity utilize capabilities developing broadcast facility with commensurate compensation. $7500 minimum. or equivalent incentive. State situation requirements and other considerations in reply. Will submit personal data, arrange for interview on propositions most likely result mutually beneficial association. Box 781E, BROADCASTING.

Sales

UHF operation in difficulty? Versatility required? See "Most useful man," tv situations wanted management. Box 780E, BROADCASTING.

Announcers

Personable Englishman, tv-radio graduate, trained all phases, some experience Europe, photogenic, specialist good music, writer, programming, commercials, dj, news, announcing. Sell specialized markets with good music. Great untapped potential. Box 760E, BROADCASTING.

Six years experienced tv announcer-producer. College graduate. Married. Seeks settled station to live and advance in. Box 766E, BROADCASTING.

Sportscaster: Six years tv, radio, Big Ten play-by-play. Box 783E, BROADCASTING.

Technical

Have first phone, some transmitter and switching experience, desire employment in or around D. C. area. Personal interview requested. Box 656E, BROADCASTING.

TELEVISION

Situations Wanted—(Cont'd)

Technical

Six years broadcasting, color, nemo, transmitter, first phone. Prefer midwest, will consider elsewhere. Family man. References. Box 745E, BROADCASTING.

Automatic switching experience, 2 years with network, 6 years in broadcasting. All operations, including transmitter, maintenance. Young married man desires midwest . . . will consider elsewhere. Box 746E, BROADCASTING.

Broadcast engineer, first class FCC license. Veteran. Desires position in television or radio. Box 767E, BROADCASTING.

Trained tv personnel — tv transmitter — studio technicians. Complete am, fm. tv background, including color tv. Many have FCC licenses. Graduates of one of America's largest technical radio-tv schools. Resume upon request. Write to Box 775E, BROADCASTING.

Production-Programming, Others

Available. Supervisor of film operations at eastern independent. Control room, studio, general administrative experience. College graduate. Family man. Box 770E, BROADCASTING.

TV news, weatherman, sports, production manager. See "Most useful man," tv situation wanted management. Box 779E, BROADCASTING.

Versatile sports director and caster in major tv and am market with proven past record, desires same capacity. Excellent references . . .BA . . . and professional sports background. Box 786E, BROADCASTING.

FOR SALE

Stations

Southwest medium market stations (2), $45,000 and $66,500, $10,000 will handle first. Chapman Company, 1182 W. Peachtree, Atlanta, 33 W. Micheltorena, Santa Barbara, California.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States, Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Gulf south state metropolitan market station $125,000; medium market station, $80,000; small market station, $35,000. Chapman Company, 1182 W. Peachtree, Atlanta.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. **Sales, purchases, appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.**

Large market stations, midwest $200,000, middle Atlantic $275,000. Chapman Company, 17 E. 48th, New York.

Two Pacific-Northwest quarter-kilowatts $90,000 and $125,000. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Rocky mountain. Exclusive . Full time. Full price $35,000. Terms. Jack L. Stoll and Associates, 6381 Hollywood, Los Angeles 28, California.

Negro race station, southern medium market, $85,000 total, $20,000 down. Chapman Company, 1182 W. Peachtree, Atlanta.

Midwest. Exclusive. Daytimer. Excellent gross. $50,000 down. Jack L. Stoll and Associates, 6381 Hollywood, Los Angeles 28, California.

California kilowatt-daytimer $55,000. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles.

Equipment

250A Gates transmitter. Good condition. $500 or trade for fm transmitter. Available immediately. Box 763E, BROADCASTING.

Available immediately 200 foot self supporting CN Blaw Knox tower. Six years old. WWIN, Baltimore 1, Maryland.

Magnecord M-90, c/w remote control, console cabinet, 7½/15 ips, half-track. Also portable cases. Demonstrator, save $600. Pacific Audio Supply, 818 State St., Santa Barbara, Calif.

Self supporting 500 ft. I.D.E.C.O. tower complete with 8 bay Federal fm antenna. 1100 ft. 3⅛ coaxial line. Erected in 1948 at a cost of approximately $68,000, is standing and like new. First $10,000 takes it. J. D. Williams, 571 New Laredo Hiway, Phone Wa. 2-5661, San Antonio 11, Texas.

FOR SALE—(Cont'd)

Equipment

UHF equipment, used but in perfect condition. GE TT25A 12KW transmitter including filterplexer, TY25D 5-bay antenna with PY19B feed adapter, 4TX7A dummy load, sweep oscillator and General Radio monitors, GE TV-21 visual demodulation. Also 430 foot Stainless type G tower with lighting, 400 feet 7½ x 15 inch wave guide, 600 feet 3⅛ inch VHF coaxial cable and hangers. Presently installed at Jacksonville, Florida. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Presto 900R1 3-head tape deck. Good condition. Stuart W. Underwood, KDKD, Clinton, Mo.

RCA 76-B5 console. Good condition, immediately available—best offer over $500.00. Recorded Publications Laboratories, 1558 Pierce Avenue, Camden 5, New Jersey.

Cameras, 2 used Dage model 300-C cameras, with lens, camera controls and regulated power supply. Will consider offers on one or both. Contact Beecher Hayford, WESH-TV, Daytona Beach, Florida.

Weather warning receivers—for Conelrad and disaster weather warnings. Air Alert II—$46.50; Air Alert I—$89.50. Write Miratel, Inc., 1080 Dionne St., St. Paul 13, Minn.

5 kw Western Electric transmitter, 10 years old, model 405 B-2, good condition, spare parts. Two complete sets of tubes, all good. Make offer. Write or phone KDAY, Hollywood 1-9981, Hollywood, 28, California.

WANTED TO BUY

Stations

Established station owner metropolitan Chicago area is interested in acquiring an additional radio station. Responsible principles or representative may submit replies in strict mutual confidence. Call or write Angus D. Pfaff, Station WNMP, Evanston, Illinois.

Equipment

5 kw television transmitters, used, but in good condition, channels 2, 4 and 5, diplexers and associated equipment. Give full details including prices. Guillermo Gonzalez Camarena, Apartado 1762, Mexico, D. F.

Wanted: T-V cameras and accessories. Gene O'Fallon & Sons, Industrial T-V Specialists, 639 Grant Street, Denver 3.

Image orthicon camera chains, video switchers and sync generators. Used, but in good condition. Give full details, including prices. Guillermo Gonzalez Camarena, Apartado 1762, Mexico, D. F.

10 KW RCA BTF-10F fm power amplifier. Must be in excellent working condition. Needed immediately. State asking price. Alan Levitt, KSFR-FM, 217 Kearny St., San Francisco, California.

Remote control for transmitter, wire condition, best cash deal. Skyline Network, Booneville, Mississippi.

INSTRUCTION

FCC first phone preparation by correspondence or in resident classes. **Our schools are located in Hollywood. California and Washington. D. C. For free booklet, write Grantham School. Desk B2. 821 - 19th Street, N. W., Washington, D. C.**

FCC first phone license **in six weeks. Guaranteed** instruction by master teacher. **G.I. approved. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.**

Since 1946. The original course for FCC 1st phone license 5 to 6 weeks. **Reservations required** Enrolling now **for classes starting June 25, September 3, October 29. For information, references and reservations write William B. Ogden Radio** Operational **Engineering School, 1150 West Olive** Avenue, **Burbank, California.**

BUSINESS OPPORTUNITY

Midwest UHF station for lease. Wonderful opportunity for successful am operators to get in tv. Must be financially sound and must have successful management background. $600.00 per month includes rent on building and equipment. Very low operating expense, less than am. Write Box 749E, BROADCASTING.

MISCELLANEOUS

Bingo Time U.S.A. printers of personalized bingo type game sheets for radio and television programs. We also distribute ½ hr. bingo type film series, mc'd by popular film personalities. P.O. Box 1871, Hollywood 28, Calif. Tel: Hollywood 2-4038.

MISCELLANEOUS —(Cont'd)

Norman Jack Smith, please contact W., at KBAL, in San Saba, Texas: Urgent.

TELEVISION

Help Wanted

Production-Programming, Others

WANTED-ARTIST-PHOTOGRAPHER

Leading tv station in large and growing southeastern market desires to employ artist who is also capable of handling photography laboratory work making slides, etc. Excellent opening for interested worker. Please reply to Box 742E, BROADCASTING, giving complete educational and work history as well as personal data and expected salary.

RADIO

Situations Wanted

Sales

Attention

NBC & CBS Flagship O&O's

or

Major Market Indies

Available

In New York Now

Top Notch AM-TV Salesman

A professional with long experience in top fifty markets as account executive-sales manager. Heavy programming background. Dependable family man. Best NY network, agency, and rep references. Consider any sound growth deal where solid ability and wide range of talents will produce $10,000 per year and up. Relocate on long term. Call or write:

GORDON R. "DON" KERR

c/o S. Burns

1 Gracie Terrace, NYC

BUtterfield 8-6507

Announcers

NEED A D. J.?

B. C. A. Placement Service has them . . . with and without experience. All eager to please and make you money! Best trained anywhere, run own boards. No prima donnas. Thoroughly screened. Write or wire collect immediately:

Milt Stillman, Placement Service
Broadcast Coaching Associates

1639 Broadway, Capitol Theatre Bldg.
N. Y. C. 19, N. Y.

JUdson 6-1918. No charge for either party.

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

Attention advertising agencies or clients—Successful Hollywood package producer with long-time ad agency, network, and motion picture studio executive background has time for limited non-exclusive assignment in Hollywood. Thoroughly experienced in all phases of production from storyboard to screen. Well qualified to represent Eastern Agency or Client on West Coast. References will substantiate excellent track record. Supplementary income makes fee reasonably attractive. Replies strictly confidential.

Box 732E, BROADCASTING.

FOR SALE

Stations

THE PIONEER FIRM OF TELEVISION AND RADIO MANAGEMENT CONSULTANTS—ESTABLISHED 1946

NEGOTIATIONS — MANAGEMENT
APPRAISALS — FINANCING

HOWARD S. FRAZIER, INC.
1736 Wisconsin Ave., N.W.
Washington 7, D. C.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4401 W. North Avenue
Milwaukee 8, Wisc.
Uptown 1-8150 TWX: MI-193
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

WANTED

Used 5 kw am transmitter. Must be modern—Send details to R. Lucia, WHAM, 201 Humboldt Street, Rochester 3, New York.

EMPLOYMENT SERVICES

SOUTHERN NEGRO DISC JOCKEY!

Advance to bigger towns . . . greater future . . . better pay—NOW. Many job openings in major southern cities. If you are now dissatisfied with a small city job—send tape, photograph and letter now to EBONY RADIO EMPLOYMENT AGENCY, Room 514, Lamar Life Building, Jackson, Mississippi. No employment fee—this service free!

Dollar for Dollar

you can't beat a classified ad in

getting top-flight personnel.

FOR THE RECORD *continues from page 94*

participating; Comr. Cross dissented. Announced June 18.

By memorandum opinion and order, Commission granted petition by **Enterprise Bcstg. Co., Fresno, Calif.,** to extent of enlarging issues in am proceeding with respect to Jan. 8 agreements between **Radio Dinuba Co. (KRDU), Dinuba, Calif.,** and **Air Waves Inc. (KONG), Visalia, Calif.** Announced June 18.

By memorandum opinion and order, Commission denied petition by **WOV Bcstg. Corp. (WOV), New York, N. Y.** for stay of May 7 decision granting application of **WGLI Inc.,** for new am station to operate on 1290 kc, 1 kw DA-1, unl., in **Babylon, N. Y.,** pending action by Commission on WOV petition for rehearing or until conclusion of any further proceedings ordered in response to petition for rehearing. Comr. Hyde dissented. Announced June 18.

Commission scheduled oral argument for June 30 on applications of **Great Lakes Television Inc., Greater Erie Bcstg. Co.** and **WKBW-TV Inc.,** for new tv stations to operate on ch. 7 in **Buffalo, N. Y.** Announced June 18.

Fisher Bcstg. Co. Inc.; KPOJ Inc., Portland, Ore.—Are being advised that applications for new tv stations to operate on ch. 2 indicates the necessity of hearing. Announced June 18.

Tribune Publishing Co., Portland, Ore.—By letter, denied request for waiver of minimum adjacent channel mileage separation requirement of Sec. 3.610 (c) (1) and dismissed application for new tv station to operate on ch. 2. Announced June 18.

Majority of Commission on June 11 directed preparation of document looking toward withdrawing all proposals and terminating proceeding which contemplated third vhf channel assignment to **Providence, R. I.,** by making various channel changes. Announced June 12.

Veterans Bcstg. Co. Inc.; Capital Cities Tele. Corp.; Vail Mills, N. Y.—Designated for consolidated hearing applications for new tv stations to operate on ch. 10. Announced June 18.

Young People's Church of the Air Inc.; WJMJ Bcstg. Corp.; Philadelphia, Pa.—Designated for consolidated hearing applications for new Class B fm stations to operate on 104.5 mc. Announced June 18.

Mountain State Bcstg. Co.; Radio Mid-Pom Inc.; Middleport-Pomeroy, Ohio—Designated for consolidated hearing applications for new am stations to operate on 1390 kc, 1 kw D. Announced June 12.

The Monocacy Bcstg. Co.; WGET Times and News Pub. Co., Gettysburg, Pa.; The Price Bcstrs. Inc., Frederick, Md.; Frederick County Bcstg. Co., Middletown, Md.—Designated for consolidated hearing applications of Monocacy. Price, and Frederick for new am stations to operate on 1320 kc. Price and Frederick with 1 kw D, Monocacy with 1 kw DA-2 unl., and WGET to change facilities from 1450 kc, 250 w unl., to 1320 kc, 500 w, 1 kw LS, DA-2, unl. Announced June 12.

Farmington Bcstg. Co.; Four Corners Bcstg. Co.; Farmington, N. M.—Designated for consolidated hearing applications for new tv stations to operate on ch. 12; denied request by Four Corners for Sec. 3.636 (a) (2) issue concerning concentration of control. Announced June 12.

Routine Roundup

PETITIONS FOR RULE MAKING FILED

Gainesville Bcstg. Co. Inc., Radio Station KGAF Gainesville, Tex.—Request addition of ch. 233 to Gainesville, Tex.

Baltimore Bcstg. Corp. and Commercial Radio Institute Inc., Baltimore, Md.—Joint request for addition of ch. 294 to Baltimore, Md.

ACTIONS ON MOTIONS

By Commissioner Robert E. Lee on June 17

Granted petition by Broadcast Bureau for extension of time to June 26 to file responsive pleadings to petition by **Nick J. Chaconas, Gaithersburg, Md.,** to enlarge issues in proceeding on am application of Chaconas, et al.

Granted petition by **Tri-County Bcstg. Corp., Plainfield, N. J.,** for extension of time to June 30 to reply to motion by **Broadcasters Inc., South Plainfield, N. J.,** to enlarge issues in proceeding on their am applications, et al.

Granted joint petition by **Louis G. Jacobs, Miami-South Miami,** and **South Miami Bcstg. Inc., South Miami, Fla.,** for extension of time to June 20 to file oppositions to separate petitions to enlarge issues filed by South Miami and Jacobs in proceeding on their am applications, et al.

By Chief Hearing Examiner James D. Cunningham on June 17

Scheduled oral argument for 9:30 a.m., June 20, on petition of **South Norfolk Bcstg. Co. Inc., South Norfolk, Va.,** to dismiss without prejudice its am application.

Scheduled oral argument for 9:30 a.m., June 19, on petition of **W. Frank Short & Austin E. Harkins,** d/b as **Alkima Bcstg. Co.,** to accept late appearance in proceeding on its am application, et al.

By Hearing Examiner Jay A. Kyle on June 17

Granted motion for continuance by **Sheffield Bcstg. Co., Sheffield, Ala.,** in proceeding on its am application and that of **J. B. Falt Jr., Sheffield;** exchange of exhibits from June 23 to July 8 and prehearing conference from July 8 to July 23.

By Hearing Examiner Basil P. Cooper on June 17

Granted motion by applicants in **Houma, La.,** conference from June 17 to June 25 and date for ch. 11 proceeding for continuance of prehearing exchange of exhibits is continued from June 25 to July 8.

Granted motion by **Triangle Publications Inc. (WNHC-TV** ch. 8), **New Haven, Conn.,** to correct transcript in proceeding on its application.

By Chief Hearing Examiner James D. Cunningham on June 13

Scheduled hearings on dates shown in following proceedings: **Farmington Bcstg. Co.,** and **Four Corners Bcstg. Co.,** for new tv stations to operate on ch. 12 in **Farmington, N. M.;** am applications of **Mountain State Bcstg. Co. Inc.,** and **Radio-Pom Inc., Middleport-Pomeroy, Ohio,** on Sept. 26; am applications of **The Monocacy Bcstg. Co., Gettysburg, Pa.,** et al., on Sept. 30. Action June 13.

By Hearing Examiner Thomas H. Donahue on June 17

Granted petition by **Burton Levine,** et al., d/b as **KLAD Broadcasters,** for leave to amend to substitute them as applicants in lieu of **Philip D. Jackson,** in am proceeding.

By Hearing Examiner Herbert Sharfman on June 13

Granted petition by **The Macomb Bcstg. Co. (WKAI), Macomb, Ill.,** for continuance of prehearing conference from June 18 to July 18 and continued to a date to be set the hearing now scheduled for July 28 in proceeding on Macomb's am application.

Granted request by **KWG Bcstg. Co., Stockton, Calif.,** for continuance of prehearing conference without date, presently scheduled for June 16, pending final determination of rule making proceeding which looks toward allocation of ch. 273 in Stockton.

By FCC

Commission on June 13 granted motion to **Jose Bechara Jr. (WKJB), Mayaguez, P. R.,** to treat as responses certain petitions and other pleadings which directly or indirectly oppose his petition for rule making for reallocation of tv channels in **Puerto Rico** and **Virgin Islands** to allocate either ch. 11 or 13 to Mayaguez, and for extension of time to July 1 to file response to his petition and to Aug. 1 to file replies to responses.

By Commissioner Robert E. Lee on June 13

Granted petition by Broadcast Bureau for extension of time to July 10 to file exceptions to initial decision on am applications of **Birney Imes Jr. (WMOX), Meridian,** and **Mississippi Bcstg. Co., Carthage,** both **Mississippi.**

By Hearing Examiner Annie Neal Huntting on June 13

Granted request by **Lake Huron Bcstg. Corp. (WKNX), Saginaw, Mich.,** for continuance of prehearing conference from June 19 to June 20 in proceeding on its am application, et al.

By Hearing Examiner Charles J. Frederick on June 13

Hearing scheduled for July 10 rescheduled for July 21 in proceeding on am applications of **Pompano Beach Bcstg. Corp., Pompano Beach, Fla.,** et al.

By Commissioner Robert E. Lee on June 11

Granted petition by **Wayne M. Nelson, Concord, N. C.,** for extension of time to June 20 to file exceptions to initial decision in proceeding on his am application and that of **Fred H. Whitley, Dallas, N. C.**

By Chief Hearing Examiner James D. Cunningham on June 11

Dismissed as moot petition for substitution of hearing examiners by applicants for fm facilities of **The Riverside Church in the City of New York, New York,** and **Huntington-Montauk Bcstg. Co. Inc., Huntington, N. Y.** Action June 11.

By Hearing Examiner Annie Neal Huntting on June 12

Granted joint petition for continuance by **Palm Springs Community Television Corp.** and **Palm Springs Translator Station Inc.,** and dates designated for various procedual steps on tv translator applications of Palm Springs Translator Station Inc., **Palm Springs, Calif.,** are postponed as follows: date for exchange of written objections and requests for witnesses to be produced for cross-examination in Washington—June 10 to July 8; hearing date—June 17 to July 15.

By Hearing Examiner J. D. Bond on June 12

Scheduled further hearing for June 30 in **New Orleans, La.,** tv ch. 12 proceeding.

By Hearing Examiner Millard F. French on June 12

Scheduled oral argument for 2 p.m., June 19, on petition by **KTAG Assoc. (KTAG-TV),** for leave to amend its application in **Lake Charles-Lafayette, La.,** ch. 3, proceeding.

By Hearing Examiner Thomas H. Donahue on June 12

Granted motions for correction of transcript on am application of **Liberty Bcstg. Co., Liberty, Tex.,** filed by **Broadcasters Inc.,** and by Liberty.

By Chief Hearing Examiner James D. Cunningham on June 12

Ordered **W. Frank Short** and **Austin E. Hark-**

ins **(Alkima Bcstg. Co.), West Chester, Pa.,** to execute and file affidavit relative to allegation in their petition for acceptance of appearance filed late in am proceedings that they "did not receive notification that application had been designated for hearing."

By Hearing Examiner H. Gifford Irion on June 12

Continued oral argument from June 12 at 2 p.m., to June 20 at 9:30 a.m., in proceeding on am applications of **Charles R. Bramlett, Torrance, Calif.,** et al.

By FCC

Commission on June 13 granted request by **Electronic Industries Assn.,** for extension of time from June 13 to July 11 to file comments and from July 13 to Aug. 13 to file replies to such comments in matter of amendment of Part 3 of the Commission's rules and regulations concerning television broadcast stations to authorize or require television reference test signal.

By Chief Hearing Examiner James D. Cunningham on June 10

Denied petition by **Connecticut Radio Foundation Inc. (WELI), New Haven, Conn.,** for leave to intervene in proceeding on am applications of **James W. Miller, Milford, Conn.,** et al.

By Hearing Examiner Annie Neal Huntting on June 11

Continued hearing from July 16 to Sept. 15, in proceeding on am applications of **James W. Miller, Milford, Conn.,** et al.

Scheduled prehearing conference for June 27 in proceeding on am applications of **James S. Rivers Inc. (WJAZ), Albany,** and **F. Keith Brown, Cuthbert,** both **Georgia.**

By Hearing Examiner H. Gifford Irion on June 10

Ordered that instead of hearing, as now scheduled, prehearing conference will be held on July 28, and that scheduled hearing is continued to date to be set in proceeding on am applications of **Alfred Ray Fuchs (KTJS), Hobard, Okla.,** et al.

By Hearing Examiner Herbert Sharfman on June 11

Scheduled prehearing conference for July 3 at 10:30 a.m., in proceeding on am applications of **Hemet-San Jacinto Valley Bcstg. Co., Hemet, Calif.,** et al.

By Hearing Examiner Charles J. Frederick on June 10

Scheduled further prehearing conference for 9 a.m., June 12, on am applications of **Pompano Beach Bcstg. Corp., Pompano Beach, Fla.,** et al.

By Hearing Examiner Basil P. Cooper on June 10

Scheduled prehearing conference for June 19 on am application of **Bridgeport Bcstg. Co. (WICC), Bridgeport, Conn.**

BROADCAST ACTIONS
by Broadcast Bureau

Actions of June 13

WHEW Riviera Beach, Fla.—Granted mod. of cp to change ant.-trans. and studio location; condition.

WGUS North Augusta, S. C.—Remote control permitted.

Actions of June 12

WRIK-TV Ponce, P. R.—Granted assignment of cps to **Ponce Television Corp.**

Actions of June 11

WTYN Tryon, N. C.—Granted assignment of license to **Henry G. Bartol Jr.** and **Graves Taylor** d/b under same name.

KSIR Wichita, Kan.—Granted assignment of cp to **KSIR Inc.**

WPEG Arlington, Fla.—Granted cp to install new type trans.

KIEM-TV Eureka, Calif.—Granted cp to use ant. facilities authorized in STA as auxiliary ant.

KBPS Portland, Ore.—Granted authority to remain silent through summer vacation from June 7 through Sept. 21.

WKRZ Oil City, Pa.—Granted authority to remain on air beginning June 8 on Tues. and Thurs. from 7:15-8:45 p.m. and Sun. 7:30-8:30 p.m. because of recess of **Grove City College** which normally operates during these periods, effective through Sept. 20.

20 EAST 46
A NEW DISTINGUISHED AIR CONDITIONED 15 STORY BUILDING
BETWEEN FIFTH & MADISON AVENUES
3500 to 5000 SQ. FT. FLOORS
ALSO A FEW SMALLER UNITS
ready fall 1958
leasing agent
JULIEN J. STUDLEY, INC.
342 Madison Ave., N.Y.C. OX 7-7788

WLMJ Jackson, Ohio—Granted authority to sign-off at 7 p.m., EST, through Aug. 31 except for special events.

The following stations were granted extensions of completion dates as shown: **KAKC Tulsa, Okla.** to 10-31; **KLOK San Jose, Calif.** to 9-1; **KITE San Antonio, Tex.** to 9-13.

Actions of June 10

KLPM Minot, N. D.—Granted involuntary transfer of control from **John B. Cooley** to **Ethel H. Cooley,** et al., as co-executors of estate of John B. Cooley, deceased.

WGRV-AM-FM Greenville, Tenn.—Granted acquisition of positive control by **Paul O. Metcalfe** through purchase of stock from **C. B. Austin.**

WOAI-AM-TV San Antonio, Tex.—Granted acquisition of positive control by **Hugh Halff Jr.,** through sale of stock by **National Jewish Hospital** at **Denver.**

WHOT Campbell, Ohio—Granted mod. of cp to make changes in the directional ant. system.

WOAI-TV San Antonio, Tex.—Granted extension of completion date to 12-30 (Aux. Trans. & Ant.).

WHOT Campbell, Ohio—Granted extension of completion date to 11-30.

KEAN Brownwood, Tex.—Granted authority to continue sign-off at 7:00 p.m. for 3-month period from June 1 through Aug. 31.

Actions of June 9

KDES Palm Springs, Calif.—Granted license covering change of power to 1 kw and installation of new trans.; remote control permitted.

WTTG, WABD, WNEW, WNEW-FM WHK, WHK-FM (DuMont Bcstg. Corp.), Washington, D. C., New York, N. Y., and Cleveland, Ohio—Granted mod. of cps and licenses to change name to Metropolitan Bcstg. Corp.

WSLS-FM Roanoke, Va.—Granted cp to replace expired cp which authorized increase ERP to 21.1 kw, decrease ant. height to 1894 ft. and make changes in ant. system.

KAGR Yuba City, Calif.—Granted cp to install new trans.

KBBA Benton, Ark.—Granted cp to install new trans.

KTXL San Angelo, Tex.—Granted cp to change ant.-trans. location, studio location and remote control point, make changes in ant. system (decrease height) and ground system; remote control permitted; condition.

KPOL-FM Los Angeles, Calif.—Granted mod. of cp to change type trans.; condition.

WEEX-FM Easton, Pa.—Granted mod. of cp to install new type ant.; condition.

WKKS Vanceburg, Ky.—Granted mod. of cp to change type trans., change ant.-trans. and studio location and make changes in ground system

KENS-TV San Antonio, Tex.—Granted mod. of cp to change type ant. and make minor equipment change.

WBFM New York, N. Y.—Granted mod. of SCA to change frequency to 65 kc; condtions.

Following stations were granted extensions of completion dates as shown: **WACT Tuscaloosa, Ala.** to 9-30; **KQDI Bismarck, N. D.** to 8-15; **KBMS (FM) Los Angeles, Calif.** to 9-15; **KYW-FM Cleveland, Ohio** to 7-8; **KSTF (TV) Scottsbluff, Neb.** to 7-9 (Main Trans. & Ant. & Aux. Ant.); **WHP-TV Harrisburg, Pa.** to 9-29 (Main Trans. & Ant. & Aux. Ant.).

KSDA Redding, Calif.—Granted authority to remain silent for additional 90 days from 5-8 to 8-8 for bankruptcy proceedings.

KYW-FM Cleveland, Ohio—Granted extension of authority to remain silent for period ending 7-8.

UPCOMING

June

June 22-28: Advertising Assn. of the West, annual convention, Vancouver, B. C.

July

July 19: Conference on Tv for Women in Home Economics, Business and Education, UCLA, Los Angeles.

July 21-25: **National Assn. of Educational Broadcasters; seminar, Allerton House, Monticello, Ill.**

July 27-29: South Carolina Broadcasters Assn., Holiday Lodge Hotel, Myrtle Beach.

August

Aug. 1-2: Oklahoma Broadcasters Assn., Lake Texhoma Lodge, Lake Texhoma.

Aug. 4-23: Summer Tv Workshop, College of Communication Arts and WKAR-TV, Michigan State University, East Lansing.

Aug. 13-16: Affiliated Advertising Agencies Network, annual international meeting, Lord Baltimore Hotel, Baltimore.

Aug. 19-22: Western Electronic Show and Convention, Pan Pacific Auditorium, Los Angeles.

Aug. 24-Sept. 4: National Assn. of Educational Broadcasters, tv instruction conference, Purdue U., Lafayette, Ind.

Aug. 26-27: Georgia Broadcasters Assn., St. Simons.

September

Sept. 5-6: Texas AP Broadcasters Assn., Roosevelt Hotel, Waco.

WNEB
FIRST IN WORCESTER
MASS. *

From 6:00 A.M. to 6:00 P.M.
More people listen more
often to WNEB — WORCESTER'S
station for adult appeal.

*PULSE — APRIL 1958

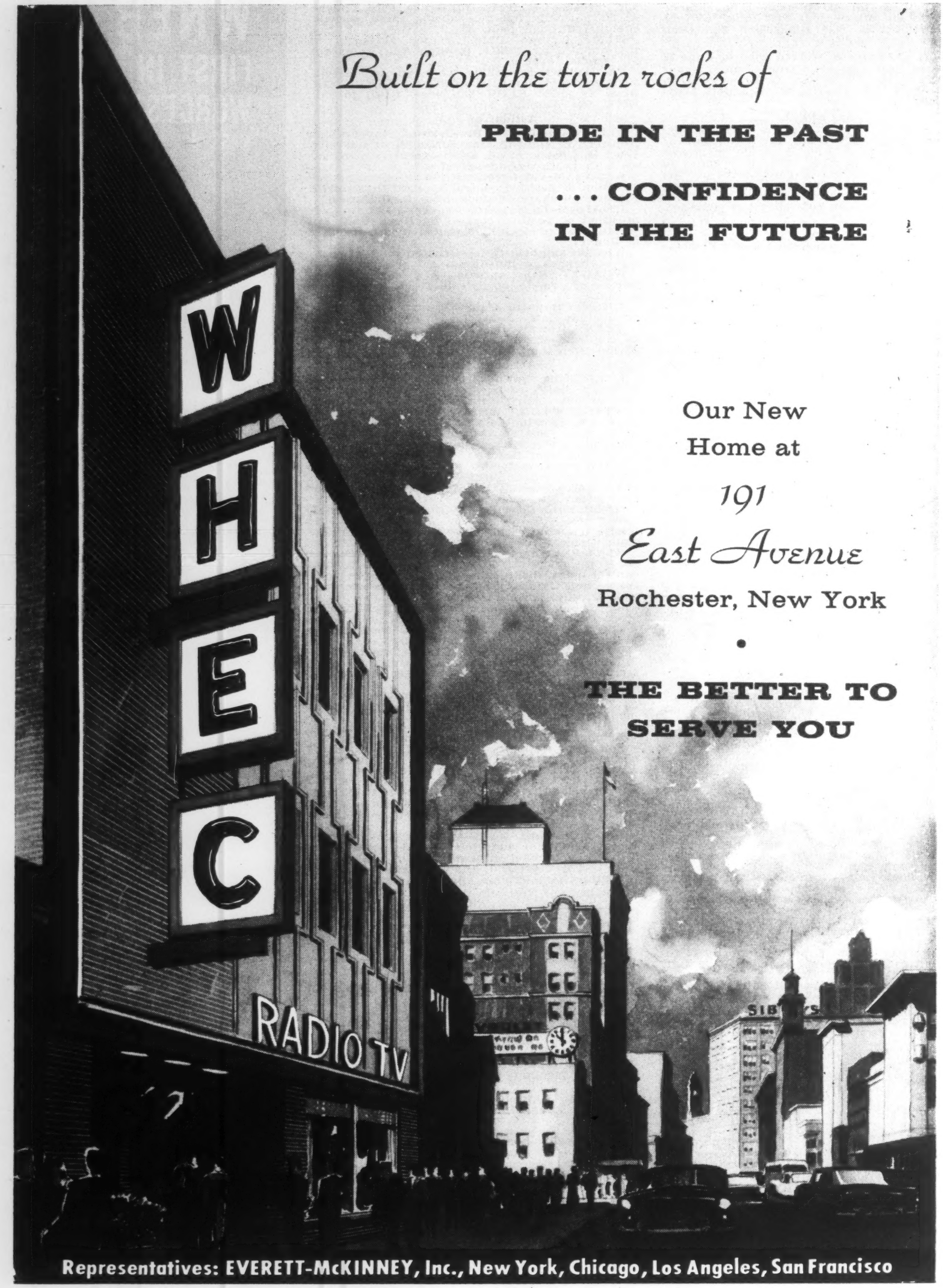
Represented by THE BOLLING COMPANY

another hit
in Washington, D. C.
the top station from
noon to 10 p.m. Monday
through Friday . . . without
a hint of loading ratings . . . is
wmal-tv

SHARE OF AUDIENCE

	noon to 10 p.m. Monday-Friday	when all 4 stations compete Sunday-Saturday
WMAL-TV	31.7%	28.9%
Station 2	29.3%	31.3%
Station 3	24.7%	28.7%
Station 4	13.9%	11.1%

ARB/April 8-14, 1958
represented by H-R Television, Inc.



Built on the twin rocks of

PRIDE IN THE PAST

. . . CONFIDENCE IN THE FUTURE

Our New
Home at
191
East Avenue
Rochester, New York

•

THE BETTER TO SERVE YOU

Representatives: EVERETT-McKINNEY, Inc., New York, Chicago, Los Angeles, San Francisco

MONDAY MEMO

from **JOHN GAUNT,** *vice president, tv-radio, Grant Advertising, Los Angeles*

Moral to Welk television success: meet Joe Citizen on his own ground

Mr. Tv Producer
New York and/or Hollywood
U.S.A.

Dear Mr. Producer:

When we recently announced the renewal of Lawrence Welk on two hour-long network shows for the fall, a four-year-old question popped up again in the trade, "How come this orchestra succeeds where others fail?"

I'd like to shoot at an answer to this question because, if it's the correct one, principles are involved which should be helpful in building other shows, whether they be musical, dramatic, audience participation or whatever.

The philosophy of the *Lawrence Welk Show* can best be summed up in the phrase, "a desire to please."

We want to please people, to entertain them, to make them happy—not just a small segment of musical buffs (the recording business can attest that their tastes will change from week to week) but the people everywhere of diverse age and economic strata who make up the broad audience of a national television show. Every person who tunes in on the *Lawrence Welk* program is a customer. We work for him, and undertake to please him.

Now there are performers and musical groups who disagree with this premise. Like certain contemporary painters—impressionists who feel they are faithful to their creative impulses only if they express themselves subjectively—these people are unconcerned by the likes and dislikes of the mass audience. They are the "teachers," the creative experimenters who perform to please themselves, really. They are often highly praised by musical trade magazines and a clique of progressive enthusiasts—the commercial kiss of death—but they are out of touch with the average viewer.

Welk performs to please the public and his music is for unsophisticated grown-ups of all ages. He is essentially a showman, rather than a musician. He fills the gap between Walter Damrosch and Bobby Troupe, and the size of that gap can be measured by his rating.

Mr. Producer, all this is not intended to lead to a quick conclusion that the only shows capable of popular appeal must be limited in artistry or inspiration. It is not implied here that Joe Citizen is pretty unintelligent and you had better concentrate on give-aways and westerns. On the contrary, I believe the lesson to be learned in Welk's success is not to be superior to Mr. Citizen. Entertain him in terms he can understand.

Back in 1946 and '47 at NBC-New York we did dramatic shows and musical comedy shows that we thought were pretty terrific. The viewers yawned. Fight pickups and ball games were going great. Grand opera, drama with a message, jazz virtuosos, egghead documentaries met with widespread indifference. But from Washington we picked up the Congress of the United States; from Philadelphia, the national conventions, and the public ate it up. *Howdy Doody*, Kyle McDonnell, and our *Tv Magazine*—personality shows—were playing well.

In 1949 I directed a series at NBC-Hollywood called *Nocturne*. It had some luxurious sets and effects, plenty of time for creative camera work, beautiful music, delightful performers, and couldn't get a rating. In 1951 I directed the first year of the Red Skelton shows. Among the intelligentsia the show was considered blatant and corny, even in questionable taste. Yet its national Nielsen rating, according to the best information I can gather, has never been topped, before or since.

Mr. Producer, you have a responsibility to the public not to present trash or trivia. You also have a responsibility to your client to deliver the largest possible audience, and the way production costs are going these days, it had better be a very large audience. Is it possible to do both? I think so.

If you look at some of the most successful series in television's short history—Berle, *Lucy*, Sullivan, *This Is Your Life*—all have the quality of going along with the people, never attempting to lead them by the hand, never playing down to them. Public acceptability, like beauty, lies in the eye of the beholder and you must project yourself into his position before you can gain an inkling of what he will buy or not buy. To get a rating, your show—whatever its category—must exist in terms of its audience. Its atmosphere and attitude, its production and its presentation must be characterized by a desire to please.

Yours faithfully,
John Gaunt

John Gaunt, b. Sept. 6, 1912, Chicago. Brown U., 1934. Started in New York as singer-band leader and theatre stage manager. Moved to Hollywood as assistant director, Universal Pictures. Joined NBC Radio as network writer-producer in 1940. Served four years as Naval officer during World War II, ending as executive officer of Armed Forces Radio Service and one of youngest full commanders on active duty. Rejoined NBC in television in 1945. As tv producer, director and program manager, holds many awards. Joined Grant agency in 1953, becoming vice president, west coast tv-radio, in 1955 and corporate tv-radio v.p. in '57.

EDITORIAL

On the Triple Spot

IF anyone still thinks that the cure of triple-spotting is exclusively a station responsibility, let him study the dossier presented elsewhere in this issue.

Here, from an analysis of reports based on actual monitoring by Broadcast Advertisers Reports, are shown the advertisers and agencies found to be involved—either wittingly or not—in triple-spot situations between network television shows in more than a score of markets.

It is impossible to tell, despite the mass of evidence at hand, which were guilty of triple-spotting and which were victims. The raw material does not distinguish between those who were there first and those who, coming later, created the overcommercial situation by buying into the same station break.

But it is inconceivable that in case after case at least one of the three or more advertisers involved (or to be more accurate perhaps, at least one of the agencies) did not know he was getting into a triple-spotting predicament. Often he knew it because he insisted on getting into it.

This of course reflects one of the evils of buying by the numbers. Advertisers pressure their agencies to buy good ratings. To buy good ratings they buy next to high-rating shows. So what if another advertiser got there first? It's a good spot—we want it, too. Thus, inevitably, overcommercialism develops.

It is true, as many advertisers and agencies have urged, that stations could clean up the problem by simply saying "no." But as a practical matter "no" becomes a hard word to say— and stick to—when a good advertiser becomes insistent. It's even harder when, as sometimes happens, the station's alternative is not only the loss of this new business but the possibility that other billing may be withdrawn or withheld.

Those who take refuge in this let-the-station-do-it argument should remember that a station cannot overcommercialize by itself. These spots would not be selling if advertisers weren't buying them —indeed, insisting on them. So the station should not be asked to correct the problem by itself. As with the tango, it takes two to.

On Target

BROADCASTERS may be grateful to Bob Sarnoff for bringing into the open last week a matter which has privately troubled them for years—slanted newspaper reporting of news about tv.

This matter should not be allowed to go back into the privacy of broadcaster bull-sessions. It is something for broadcasters to discuss publicly—even on the air.

The anti-television coloring of a good deal of news in a good many influential newspapers is intensifying as the scramble for the advertising dollar intensifies. The antidote is not a tit-for-tat coloring, on television, of news about newspapers but an effort, when a slanted newspaper piece appears, to correct it by an unslanted presentation of the same story. Indeed, the antidote entails the broadcast by television of accurate news about itself, since television—as newspapers are well aware—is a subject of considerable news value.

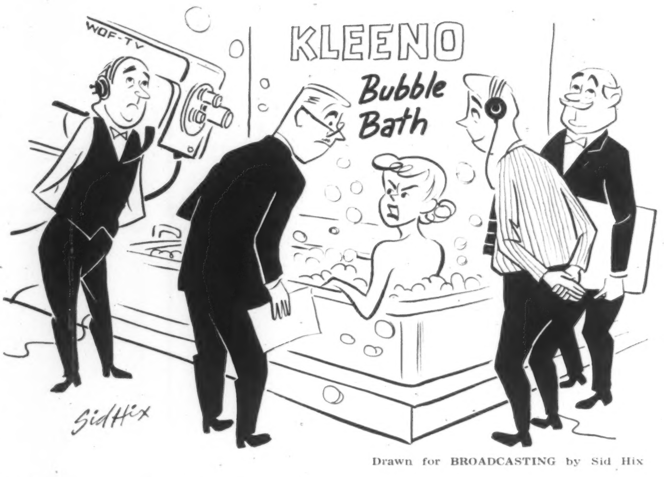
Whys of the Craven Memorandum

FOUR weeks ago we broke the story on the Craven Memorandum proposing a three-phase program to break the impasse in tv allocations. The ultimate aim of this project is a new tv allocation comprising a contiguous band of 25 channels to supplant (in 7 to 10 years) the existing hodge-podge of vhf and uhf which gives little promise of fulfilling the legislative mandate for a nationwide competitive system.

Many plans have been proposed since the "final" allocation of 1952, including the movement of all tv to uhf. Others undoubtedly will be offered. Yet the Craven Memorandum has evoked more comment and engendered more serious thought than any of the other proposals that have been advanced. It triggered the newly authorized overall FCC reappraisal of tv allocations.

For these reasons, we publish in this issue the full text of the Craven Memorandum. Its author, Comr. T. A. M. Craven, does not regard it as a plan, but rather as a device to stimulate the thinking of the Commission and of government and industry, in the evolution of a workable solution to a deficient allocation.

It is too late to correct the errors of the past, patently innocent ones, by attempting a patch-work job on the existing structure.



Drawn for BROADCASTING by Sid Hix

"Someone keeps pulling the plug out."

The FCC, sooner or later, had to meet the problem head-on and realistically. The Craven Memorandum provides a starting point. The staff study ordered within the last fortnight is an essential first-step. The TASO study will provide sorely needed technical field information.

This time there can be no turning back and no half-measures. A fully-integrated program must be established to eliminate the economy of scarcity that has been the obstacle in the effort to provide a fully competitive television structure. The FCC knows this. Broadcasters should recognize it. The alternative will be down-grading of the existing vhf allocations through reduction of mileage separations and use of directional antennas—the blights that deteriorated am service for all except the dominant clear channels and those regionals that had the will to fight it out in the courts.

The People Had to Wait

LAST Tuesday, as everyone knew, was to be a dramatic news day. Sherman Adams, President Eisenhower's No. 1 aide, was to testify before the House Oversight Committee on alleged improprieties in the conduct of his high office. A whole nation waited to see and to hear him testify. It waited in vain.

Instead, the public got second-hand reports—by radio and television and in the newspapers; reports by reporters, however competent, on what transpired as they saw and heard it, and not as it was presented in the flesh.

This was so because House Speaker Sam Rayburn, otherwise an enlightened and revered public servant, has arbitrarily banned "live" reporting of proceedings before the House or its committees. In the Senate, each committee chairman decides whether to provide access to modern tools of reporting—the microphone and camera.

Speaker Rayburn has imposed his rigid ban on modern reporting and equal access since 1954. Only the pencil and pad reporter is permitted in the committee rooms of the lower house. His ruling is as archaic as the Capitol itself.

The improprieties alleged against Mr. Adams are alleged improprieties against the people. Should not the public have the opportunity, at first hand, to appraise its public servant?

Broadcast reporting has gone a long way in the past two decades. Radio galleries are provided in Congress. The President's news conferences are picked up for radio and television. The microphone and camera have equal access everywhere except for the House and the courtrooms. Considerable progress is being made with the judiciary in the constant effort to persuade the American Bar Assn. that the restrictive Canon 35 belongs to another era and that electronic reporting of trials does not disturb courtroom decorum.

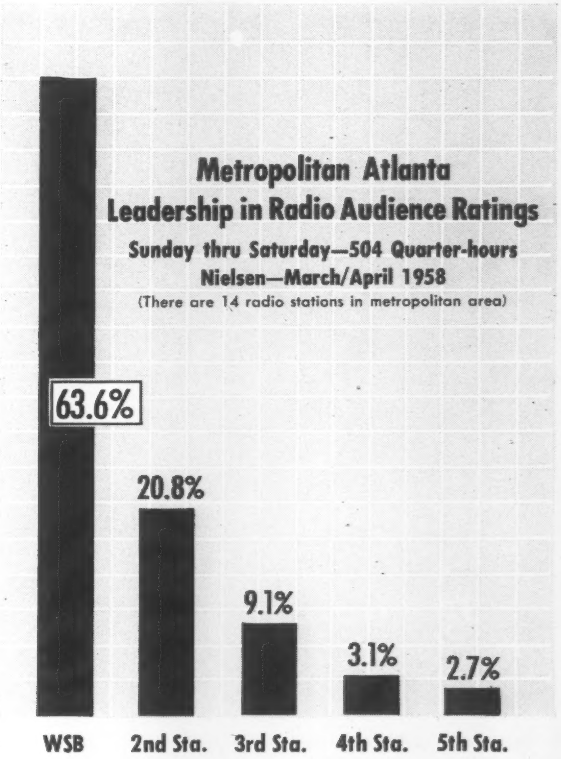
What it will take to persuade the implacable Mr. Sam we do not know. We do know, however, that nothing will happen unless all news media relentlessly pursue their campaigns to make the First Amendment applicable to all methods of reporting.

in Atlanta NOTHING builds audience like the WSB radio service

Gimmicks come and gimmicks go. But time and again an irrefutable truth in radio broadcasting is confirmed for advertisers.

Responsible, imaginative programming in the public interest continues to be the radio service wanted by the great majority of the listeners most of the time. Latest Nielsen ratings show that Metropolitan Atlanta's favorite radio station is dominantly WSB Radio.

Sunday through Saturday, WSB Radio is listened to by the most people 64% of the time. During the peak consumer buying period of Monday through Friday WSB Radio is first 75% of the time. This is three times the combined "first" positions of the next four Atlanta radio stations.



WSB radio

50,000-watt WSB is affiliated with The Atlanta Journal and Constitution. NBC affiliate. Represented by Edw. Petry & Co.